

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# The Good Roses of New Castle

Spring 1940

44<sup>th</sup> Edition



2:25

LIBRARY  
RECORDED  
FEBRUARY 1940

DAVID O. DODD  
(See Page 4)

HELLER BROTHERS CO.

New Castle, Indiana

P. J. LYNCH & SONS • OWNERS

# THE GOOD ROSES

THE ROSES OF NEW CASTLE are, we believe, the most rugged, healthy, enduring, free-blooming Roses in America. Alive, in full foliage with strong active roots, they are famous the world over for superior quality. **ROSES OF NEW CASTLE** are expertly grown for amateurs. Pot grown, always on their own roots, they have the great advantage over dormant wild root field grown Roses in that their planting is not restricted to any short season. Their planting season can be considered to include the months from May to November, inclusive, subject of course, to the latitude of specific localities. During 44 years of Rose growing, exclusive and efficient methods have been developed which, we believe, are not duplicated elsewhere. This 44 years of experience is back of every plant.

Each Rose plant is rested during the entire winter at temperatures just above freezing. During this resting period, these Roses make tremendous roots in the same way as do trees. When planted in the spring in just ordinary good garden soil, they burst into magnificent growth as do all winter rested trees and plants. This full and complete rest enables these plants to produce glorious flowers early and in great abundance.

This exclusive method of growing is, we believe, responsible for the magnificent quality of our Roses. All of the **ROSES OF NEW CASTLE** are grown by us in this wonderful New Castle Rose growing soil. They are sold direct from grower to buyer.

## *This Year's Exclusive Specialties!*

Our exclusive specialties this year include some of the most gorgeous flower treasures for home planting. There are our own glorious **Jeannette Heller** and **Baby Doll** Roses and the new beauties, **Garden Gem** and **Crimson Beauty** Rose, our own introductions. There is **David O. Dodd** which we believe to be the greatest hardy, everblooming crimson bush Rose in the world. Then, there are other floral gems such as the pink Butterfly Bush, **Charming**, and the lilac-lavender, **Ile de France**. Listed in this book is the greatest assortment of

Chrysanthemums that we have ever grown. The new dainty **Pigmy Gold**, the five **Cushion Chrysanthemums**, all different colors, and some 80 to 90 other varieties of all kinds, colors, and forms, give you a wide selection from which to choose. An unsurpassed assortment of the new and brilliant colored **Hardy Asters** are listed with other fine perennials. Preserve this book. It is a floral treasure house that you will need throughout the year.

**READ WHAT U. S. GOVT. SAYS**—In a bulletin issued by Dept. of Agriculture, entitled "ROSES FOR THE HOME," which of course may be relied upon as being impartial, and which is issued for the purpose of helping amateur Rose growers—this is what they say in regard to WILDROOT Roses, which we **do not** grow, and OWN ROOT Roses, **which is our specialty**, and which we have always claimed are the most satisfactory for amateur Rose growers:

"The expert who can constantly watch his plants may be successful with grafted and budded Roses, but the average grower would do best to use own rooted plants, even though they do not grow so fast. The few varieties that succeed only when grafted should not be tried until the grower has become expert in handling Roses. Climbing Roses are grafted less often than hybrid perennials, hybrid teas, and teas."



P. J. LYNCH, SR.  
President

### To Whom It May Concern:

"P. J. Lynch & Sons, owners of Heller Brothers Company, stand high in the business community and do an extensive nation-wide business. We recommend them as honorable, upright business men, whose guarantee may be relied upon at all times."

Citizens State Bank,  
New Castle, Indiana

## SAFE ARRIVAL

### SHIPMENT BY EXPRESS

#### Special Advantages

The purchaser pays transportation charges when plants are shipped by express. If you desire this method of transportation, deduct 5c from the price of each two year Rose, and 8c from the price of every Star Size Rose in your order. The plants will then come to you with all growing soil left about the roots, expertly wrapped in waxed, water-proofed paper of heavy weight. This is almost as though the plants were shipped in the original pots in which they were grown. These deductions in price are made so that our customers may avail themselves of these special advantages. You get all of the especially prepared Rose soil and the extra packing free. The soil is shipped intact, the roots being left undisturbed. This insures that your plants will arrive in perfect growing condition, EACH PLANT WRAPPED SEPARATELY WITH ALL SOIL ABOUT THE ROOTS, IN WATER-PROOFED PAPER.

# OF NEW CASTLE

## Buy GOOD ROSES . . . read this!

Many rose plants are sold that have been forced for cut flowers. They have served their purpose but they are being sold now for further work at very low prices. It used to be they were thrown on the dump. Sometimes these plants will give very fair results, but they are not the kind of plants that can be depended upon because they are exhausted. They have been grown under terrific pressure for the beautiful flowers they have produced and the grower naturally keeps them as long as there is any profit attached to them.

We don't grow Roses for cut flowers. Our plants have all the energy and root action stored up for your use and pleasure. They are grown cold in the winter just above freezing to give them a good rest and when planted out in the spring will literally burst into bloom. We prepare the root action which is the motor of the plant and you are paying for that kind of skilled preparation. If you want Roses to which there will be no headaches attached, that will give you magnificent results if planted in ordinary good garden soil, plant our pot grown own root Rose plants any time after heavy frosts are over—plant them in June, July, August, if you want to even in September. Plant them whenever it suits you. We have them ready for planting every month in the year that the ground is not frozen. They are specially grown for amateurs and beginners.

Then there are dormant field grown Roses budded and grafted on wild roots (ours are on their own roots), many very satisfactory, but others grown in far away places, shipped across country, kept in cold storage, then resold to firms who advertise them at "bargain prices." These plants are "travel weary" and have but little vitality when they finally reach the buyer.

**BUY ROSES THAT ARE ALIVE!** Unlike dormant, leafless, wild root, field grown Roses, our plants **ARE ALIVE**, pot grown in full foliage with strong working roots—all in perfect growth when you receive them.



P. J. LYNCH, JR.  
General Manager

Heller Bros. Company is a trade name. The sole owners of this firm are P. J. Lynch and Sons.

## GUARANTEED—Please Read These Instructions

### SHIPMENT BY MAIL

All plants shipped by parcel post are sent postpaid with some soil surrounding the roots. If it is desired that first size **Roses, Carnations, Chrysanthemums, Perennials, Phlox**, and other plants be included with two year and Star Size Roses which are to be shipped by express, then each of these smaller plants will be wrapped separately in water-proofed paper with all growing soil being left intact. There will be no additional charge for this special packing. The customer pays transportation charges when shipment is made by express.

### ROSES IN THREE SIZES

**FIRST SIZE PLANTS** are one year or more old; pot grown, winter rested with great vigor and health. They give amazingly quick results. **TWO YEAR OLD PLANTS** (many of them really three years in age) are splendidly branched and ready for immediate blooming. **STAR SIZE PLANTS** are the cream of the crop. These are the largest Roses from thousands of plants. Carefully selected as to size and perfect condition, these big, bushy Rose plants are our "De Luxe" product.

### ORDER EARLY!

You get every advantage by having plants reserved early for shipment later, as desired. Orders are shipped as promptly as is humanly possible during rush season. **PLEASE USE ORDER BLANK.**

### OUR GUARANTEE

All shipments must be satisfactory when received or order duplicated or money refunded; whichever is preferred. Complaints, if any, must reach us within 10 days after receipt of shipment. We do not guarantee safe arrival of Canadian, United States Colonies, or foreign shipments. We give no guarantee, expressed or implied, as to the quality or productiveness of any plants or bulbs we ship. We strive to have our plants true to name but we do not guarantee it.

**If it is not convenient for you to send Post Office Money Order or Check with order, we will gladly send goods by Parcel Post or Express, C.O.D. Just pay postman or expressman when the goods arrive. We guarantee safe delivery to your door.**

# The Glorious DAVID O. DODD



**GIANT FLOWERED *David O. Dodd* . . . without question the world's greatest hardy crimson bush rose**

It is with pride that we bring this amazing crimson beauty before the Rose lovers of America. DAVID O. DODD stands alone—no other Rose of its color can compare in size and profusion of bloom . . . or for hardiness.

DAVID O. DODD produces in marvelous profusion, flowers 5 to 7 inches across with as many as 50 to 60 petals, on strong stems; a strong bush, growing to the height of 3 to 4 feet. Marvelous in its health and vitality. The magnificent, deep, dark crimson flowers, flushed deep scarlet, are borne on long, stiff stems. Buds superbly formed; both buds and flowers are of immense size, deliciously perfumed. Continuous blooming. Foliage very large, disease resisting. Hardy in all sections of the country.

DAVID O. DODD will astonish and amaze you. A great American novelty of the highest merit. We have an immense stock this year but we advise early reservations. Ours is the original stock. Be sure to get the genuine DODD—an American born aristocrat which challenges any foreign creation. Buy American.

## **PRICES — DAVID O. DODD**

First size, strong plants, 30c each; 4 for \$1.00, postpaid  
Two year fine, healthy plants, 85c each; 2 for \$1.50, postpaid  
Large star size specimen plants, \$1.00 each, postpaid  
ALL SIZES, STRONG, BEAUTIFUL, POTTED PLANTS

# New Everblooming Bush Roses

## Our DAINTY BABY DOLL

Exquisite miniature rose, with colors that rivals the rainbow. Insect proof . . . grows anywhere!

This lovely baby or miniature introduction of ours is the most unique of all roses. The foliage is three times as plentiful as is usually seen and is insect proof. It grows not to exceed 15 inches high, produces hundreds of perfectly formed, absolutely double, miniature blooms, early and late, all the time, outdoors and indoors in pots. The plant is always blooming! In hardiness and health it is superb, exquisitely formed, dainty and beautiful. The tips of the petals show vivid crimson, then that

mellows down through shades of pink into saffron, lavender, gold, and yellow and finally into deep old gold—so extraordinary that everyone who sees it exclaims, "What a wonderful rose!" Perfectly hardy everywhere. In the writer's garden in bloom November 20th. **Strong, first size plants, 25c each, 3 for 65c; 2 yr. plants, 70c each, 2 for \$1.35; larger star size, 90c each. All postpaid. Ideal for bedding and edgings. Ask for quantity prices.**



Our Dainty Baby Doll

## Unique, Colorful PRESIDENT HOOVER

Novelty bush rose, free-blooming, gorgeous colors—shades of orange, pink, coppery red, with orange yellow at base of petals, suffused with rose pink—dazzling and impossible to describe. Lovely buds, flowers 7 inches across, exquisite fragrance. Selected as the best of 40,000 new prospects; given highest honors and gold medals everywhere. Very hardy. **Strong, first size plants, 30c each, 3 for 75c; 2 yr., 70c each, 2 for \$1.35; larger star size, 90c each, all postpaid.**



President Hoover

### BABY DOLL COLLECTION

4 Outstanding Roses for Only **\$2<sup>50</sup>** Postpaid

Baby Doll . . . Dainty crimson-gold  
David O. Dodd . . . Superb red  
Pres. Hoover . . . Flame and yellow  
Rouletti . . . Midget pink rose

All 4 Great Roses above, Beautiful 2 Year plants, \$2.50; All 4 Strong 1st Size Plants, 90c; All 4 Star Size Plants, \$3.25. Lusty Potted Roses.

All Prices Postpaid.

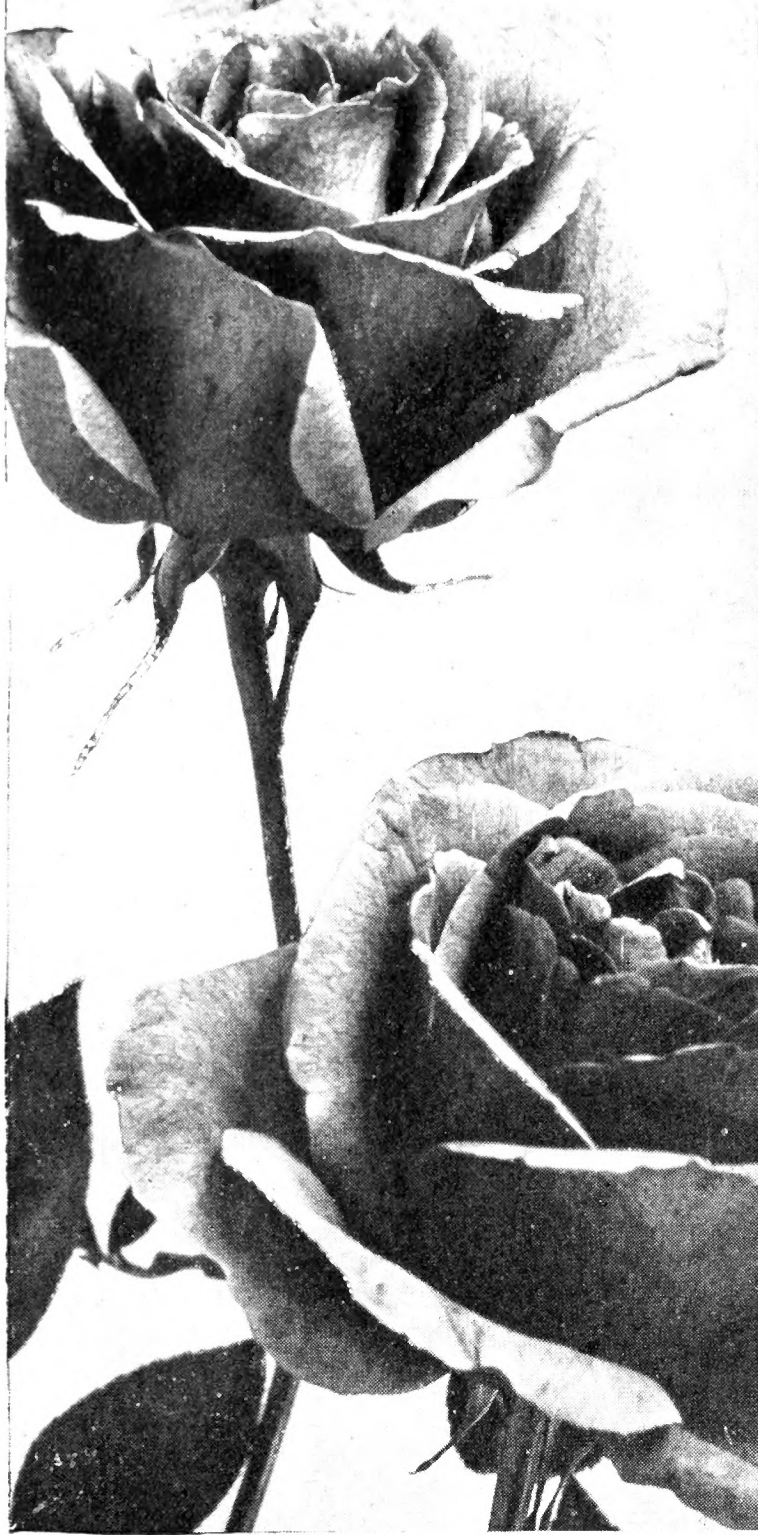
Lovely Rosa Rouletti



**ROULETTI . . . the world's tiniest pink rose, with buds not much larger than a grain of wheat**

The dainty buds of deep rose pink opening into exquisite double flowers literally cover the miniature plants. Our illustration is not ROSA ROULETTI, but gives a fair idea of the beauty of this unusual novelty. Growth, about 6 inches in height, very bushy, healthy, absolutely hardy, blooming continuously; color, lively pink; open flower double, less than 1 inch in diameter. Fine for edging, rock-gardens, window boxes. Exceedingly rare. **Strong, first size plants, 25c each, 3 for 65c; 2 year plants, 65c each, 2 for \$1.25; larger star size plants, 95c each. All postpaid. Excellent for bedding and edgings. Ask for quantity prices.**

# EVERBLOOMING



**The Roses of New Castle**, always on their own roots, are, we believe, the most satisfactory for home gardening. Budded, or grafted, wild root Roses produce suckers from near the base of the plant that confuse the home gardener. This sometimes makes Rose growing a difficult thing . . . when it is really the simplest and easiest of all garden tasks. **Plant own root Roses of New Castle.**

## SENSATION

**SENSATION (See Illustration)**—Crimson scarlet, sweetly scented blooms. Finely formed, large, deep, and double. Blooms deep red; from spring until autumn. Growth thrifty and disease resistant. A Rose of great merit.

**BETTY UPRICHARD (See Illustration)**—Beautiful, new, two-toned rose. Copper-red buds. Large semi-double flowers; brilliant orange. Carmine outside of buds, with light salmon shades. New and strong growing.

**ETOILE DE HOLLANDE (See Illustration)**—Bright red flowers of good size, fairly full, deliciously perfumed. Regarded as one of the best new Roses.

Sensation

**JOHN COOK**—Beautiful clear pink in color, reflex petals a lighter shade. Large flowers borne continuously. We think this is one of the great garden roses of our time.



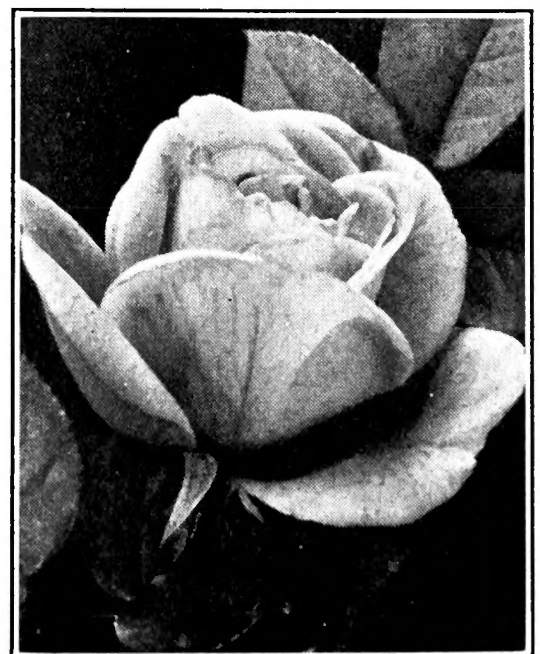
Etoile de Hollande

**AMELIA GUDE**—Flowers beautiful, of a pleasing shade of golden yellow, petals tipped lighter. Free bloomer, good grower.

**CITY OF LITTLE ROCK**—Beautiful bright pink. Flowers large. Strong grower, free flowering.

**W. FREELAND KENDRICK**—Flowers large, double. Color, flesh deepening to peach in center.

**MARIE GUILLOT**—The color is pure white, sometimes faintly tinged pale yellow. The flowers are beautifully made, very large, full and double, the buds are very pretty, of sweet fragrance.



Betty Uprichard



# BUSH ROSES . . . hardy . . . beautiful

## KOOTENAY

**KOOTENAY** (See Illustration)—Flowers of immense size, full, double. Strong grower. Color creamy white. A profuse bloomer. A great Rose.

**MME. BUTTERFLY** (See Illustration)—Buds a lovely shade of Indian ochre, yellow at base; opening flowers perfect in form, brilliant in color, and of delicious fragrance.

**HOLT HEWETT** (See Illustration)—Some growers report that this is one of the finest shaped Roses, and one of the best for exhibition purposes. Bud is well shaped on erect stems opening into a large fine flower of perfect form. Dark velvety crimson flushed scarlet.

**F. R. PATZER** (See Illustration)—A Rose of striking and pleasing appearance, owing to the delicate blending of color, which is a creamy-buff, with the reverse of petals a delicate warm pink, and as they expand the color becomes a light orange pink.

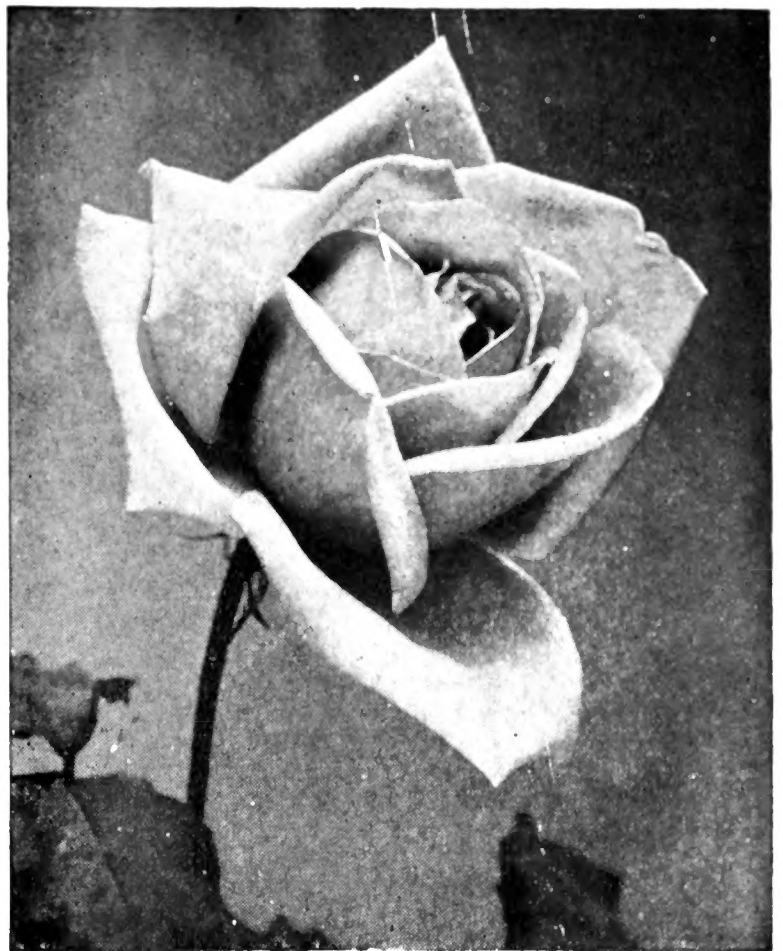
## PRESIDENT TAFT

**PRESIDENT TAFT** (See Illustration)—A most remarkable pink Rose, with a shining intense deep pink color of a very distinctive shade. Splendid grower.

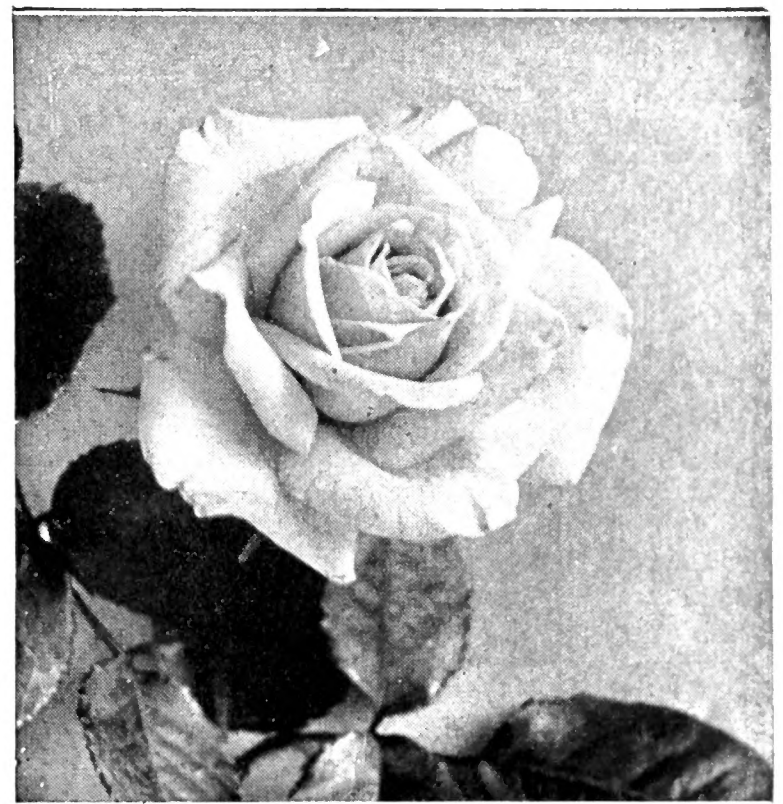
**GOLDEN GATE**—Color, rich creamy white, shaded with a golden yellow and clear rose, of indescribable beauty. Immense in size, finely formed, with long, beautiful buds.

**JOANNA TROUTMAN**—The deepest of all yellow roses yet produced, holding its color to the very last. It is a fine grower of free-branching habit, with beautiful bronzy green foliage. Strictly ever-blooming, every shoot being crowned with a flower. Buds long and pointed of deep copper color. Flowers, when expanded, of the richest orange-yellow ever seen.

**MME. JENNY GUILLEMOT**—A brilliant saffron-yellow Rose, opening canary with dark golden shades. Buds long and pointed, beautiful in form and color; flowers large, with immense petals. Hardy and vigorous; in constant bloom. The equal of all yellow Roses.



Kootenay



President Taft

**POSTPAID PRICES—All Roses on Pages 6 and 7**

**1ST SIZE  
STRONG ROSES**

25c each  
Any 3 for 65c

**2-YEAR  
LARGE ROSES**

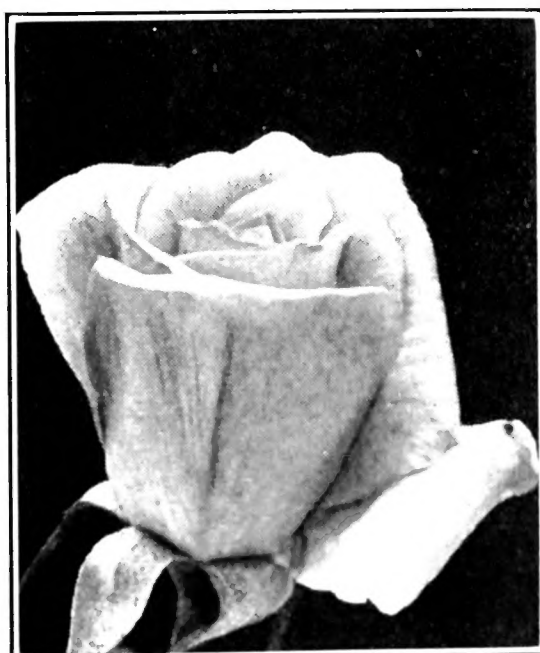
65c each; any 2—\$1.25  
Any 6—\$3.50

**STAR SIZE SPECIMEN PLANTS; 85c each**

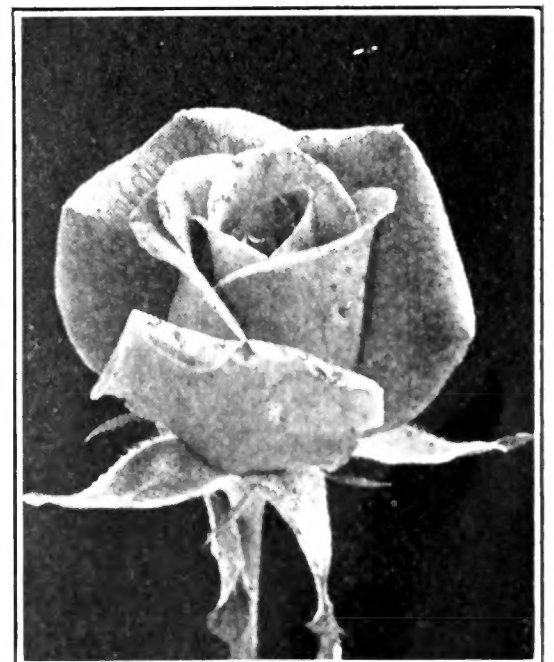
**All Beautiful Potted Plants!  
Deliveries Postpaid and Guaranteed**



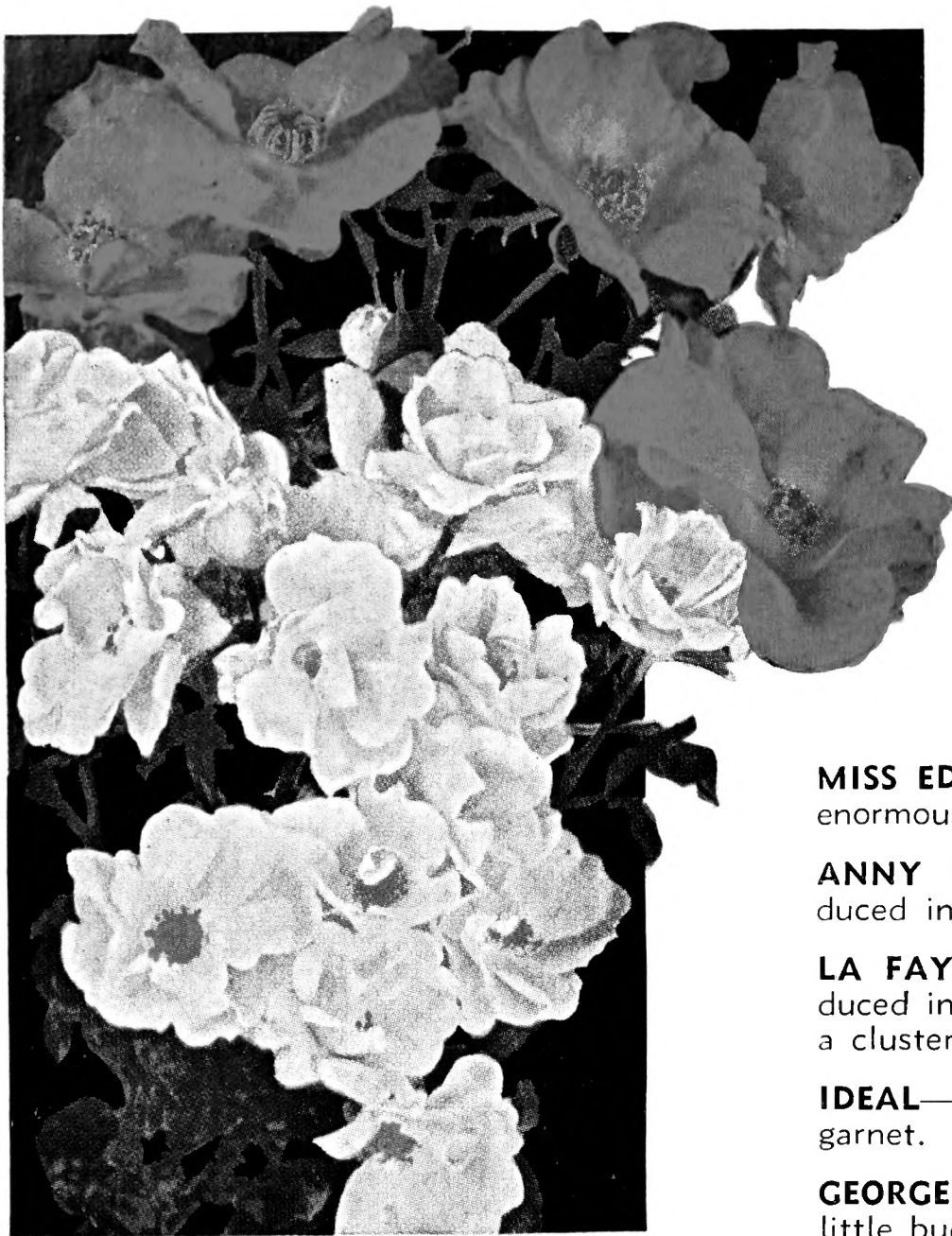
F. R. Patzer



Mme. Butterfly



Holt Hewett



Top—La Fayette  
Bottom—Anny Muller

## Baby Rose COLLECTION

1 YEAR OLD  
5 HARDY PLANTS 75c

Finest Varieties Grown

MISS EDITH CAVELL, crimson  
GLORIA MUNDI, orange scarlet  
IDEAL, deep red  
GEORGE ELGER, golden yellow  
CHATILLON, pure pink

1 YEAR plants—5 for 75c  
2 YEAR plants—5 for \$2.65  
STAR SIZE—5 for \$3.50



Grace  
Noll  
Crowell  
(See Page 9)

Colorful . . . Dainty

## Baby Roses

**Mlle. CECILE BRUNNER**—Miniature, exquisitely formed buds and flowers of delicate pink diffused with yellow at base of the petals. The sturdy dwarf plants bear the blooms in graceful clusters surrounded by waxy, healthy foliage.

**GLORIA MUNDI**—New, a favorite with us. Large, well formed, double flowers, in greatest abundance; amazing color, brilliant orange-scarlet. The only Rose of its color.

**MISS EDITH CAVELL**—Bright crimson with white eye; enormous clusters. Very dwarf. Always blooming.

**ANNY MULLER**—Flowers shiny, brilliant pink, produced in profusion all summer.

**LA FAYETTE**—Flowers large as "Paul's Scarlet." Produced in enormous clusters, as many as forty flowers in a cluster. Color brilliant cherry crimson.

**IDEAL**—Enormous heads of blooms of intense, deep garnet.

**GEORGE ELGER**—Produces great quantities of lovely little buds of golden yellow. Grand grower, blooming all summer.

**PINK BABY RAMBLER**—Bright pink clustered blooms upon a sturdy plant.

**BABY TAUSENSCHON**—Flowers white, delicately flushed pink, changing to deep rosy-carmine.

**GRUSS AN AACHEN**—Yellow buds tipped orange red changing into salmon yellow double flowers.

**BABY ECHO**—Brilliant lively pink, in large clusters.

**ELLEN POULSON**—Dark brilliant pink, borne profusely.

**MARIE PAVIE**—Medium size, very full and double; borne in large clusters, white flushed carmine.

**LA MARNE**—Semi-double flowers of good size. Blush center, bright salmon-rose at edge of petals. Beautiful.

**WHITE BABY RAMBLER**—Pure white flowers borne in immense clusters. Delicious fragrance.

**RED BABY RAMBLER**—Beautiful clusters of bright red flowers, borne in the greatest profusion.

**ORLEANS**—Semi-double crimson pink blooms.

### POSTPAID PRICES—BABY ROSES

1ST SIZE  
STRONG ROSES

20c each  
Any 3 for 50c

2-YEAR  
LARGE ROSES

65c each; any 2—\$1.25  
Any 6—\$3.50

STAR SIZE SPECIMEN PLANTS, 85c each

Beautiful Potted Plants!

All Deliveries Postpaid and Guaranteed

# Hardy Everblooming Bush Roses

## GRUSS AN TEPLITZ

**GRUSS AN TEPLITZ** (See Illustration)—Considered one of the world's twelve best Roses. The intense, dazzling color of this Rose is found in no other variety. Fiery crimson, shaded with a dark velvety sheen totally unlike any other color in the world. Large, handsome, moderately double flowers. Produced in wonderful profusion. The flowers are produced singly, sometimes in clusters, producing a gorgeous effect. Splendid cutting rose.

## RED RADIANCE

**RED RADIANCE** (See Illustration)—Has no superiors and few equals; identical with the original Pink Radiance, except the color is a splendid, even shade of clear red, without a trace of any other color, retaining its vividness after being cut. The vigor of growth, its adaptability to any soil or climate has made this rose outstanding. It does just as well in the far North as in the extreme South. It is one of the twelve best garden Roses in the world. Very hardy and free blooming.

## LADY HILLINGDON

**LADY HILLINGDON** (See Illustration)—Color almost beyond description, apricot-yellow, shaded to orange on the outer edge of the petals, becoming deeper and more intense toward the center of the bloom. Buds produced on long, strong wiry stems, well above the foliage, giving a graceful effect. Strong, healthy grower.

**BLUMENSCHMIDT**—Pure citron yellow, outer petals edged tender rose. Very full, double flowers; remarkably vigorous grower.

**DEAN HOLE**—Silvery carmine with salmon shadings; coloring distinct, unique; handsome tribute to the eminent Rosarian whose name it bears.

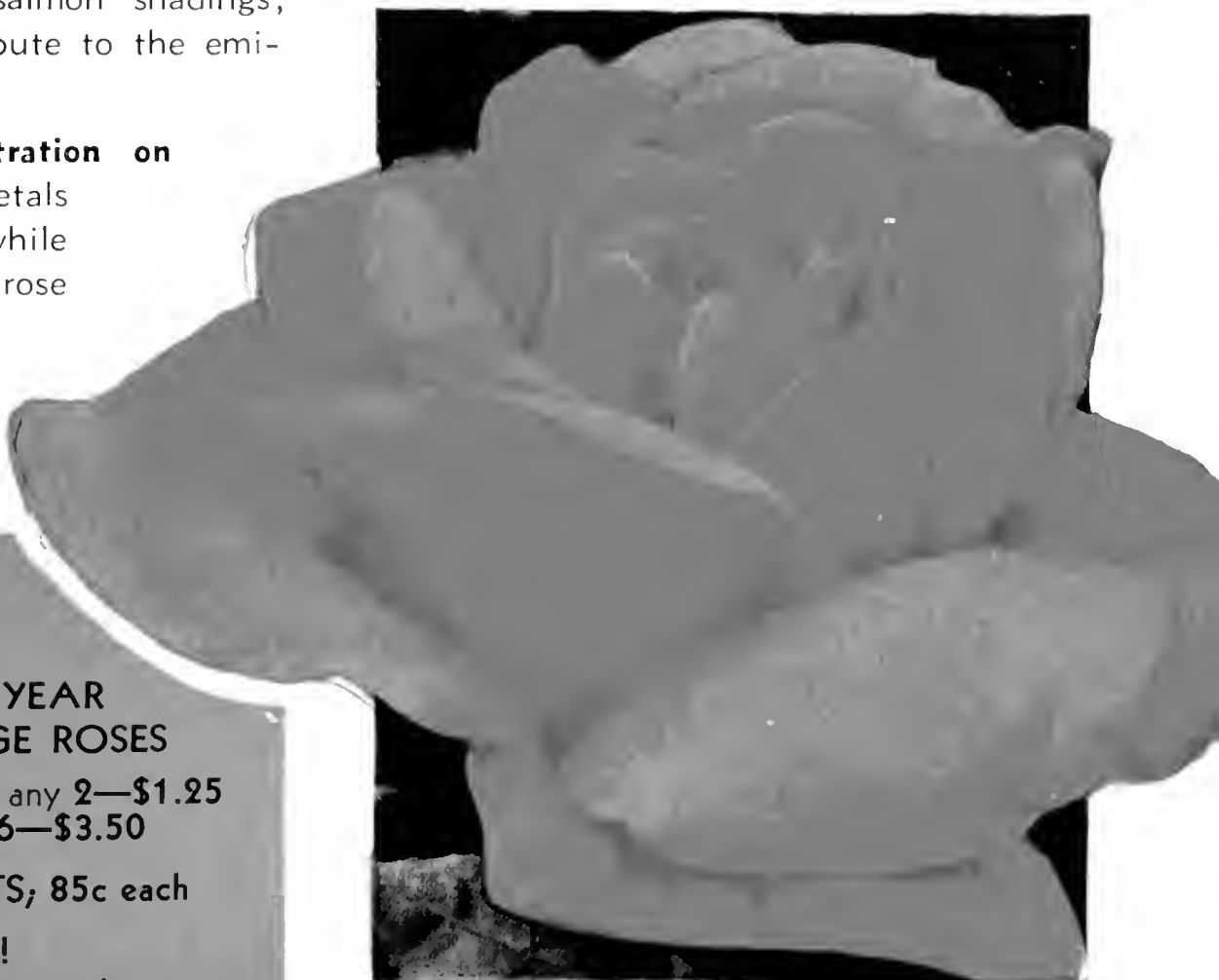
**GRACE NOLL CROWELL** (See Illustration on Page 8)—Color a brilliant rose with petals heavily veined with vinous crimson while the base of the petals is shaded primrose yellow. Handsome buds opening into an immense perfect double bloom on long stiff stems. A grand grower and free bloomer. A great new Rose.



Gruss an Teplitz, one of the world's best



Lady Hillingdon



Great Red Radiance

### POSTPAID PRICES

All Roses on This Page

1ST SIZE  
STRONG ROSES

25c each  
Any 3 for 65c

2-YEAR  
LARGE ROSES

65c each; any 2—\$1.25  
Any 6—\$3.50

STAR SIZE SPECIMEN PLANTS, 85c each

Beautiful Potted Plants!  
Deliveries Postpaid and Guaranteed



Columbia, Splendid Pink

# Hardy Everblooming

## COLUMBIA

**COLUMBIA** (See Illustration)—As a garden Rose stands without a peer, strong growing, blooming continuously. Almost thornless, throwing out strong blooming stems 4 feet or more in length. Grows vigorously in any climate and in almost any kind of soil. Flowers magnificent, often measuring 6 inches across, full deep and double. Color deep peach pink, glowing and sparkling. Fragrance delicious. Wonderfully strong grower with tremendous root action—the secret of its vigorous health and tremendous blooming capacity. Large heavy foliage free from diseases.

**DIXIE**—Large cupped shaped flowers resembling the Radiance Roses colored a delicate shade of salmon pink. The texture and form of the blooms are unsurpassed.

**GEN. MacARTHUR**—Wonderful scarlet crimson blooms. Bears continuously. Highly perfumed. Plant is erect, with very fine foliage. A very good rose.

## JONKHEER J. L. MOCK

**JONKHEER J. L. MOCK** (See Illustration)—Gigantic flowers on erect, stiff stems and a growth that is marvelous in its freedom. Large, heavy foliage; quickly makes a strong bush. The flowers are enormous in size, magnificently formed, deep and double, exquisitely fragrant; color bright, rich pink, faced with carmine. The magnificent buds open very slowly which gives a lasting bloom. A wonderful hardy hybrid tea garden rose.

**RED LETTER DAY**—A velvety brilliant scarlet crimson bud opening into cactus-like flower which retains its color, owing to the reflex of the petals being satiny crimson scarlet; a Rose of exquisite grace.

**CRIMSON QUEEN**—There is no color that produces the show that a good crimson does. This is a rich, bright, velvet crimson. A strong, vigorous, upright grower; flowers large and full. Always in bloom; extremely hardy.

**GAIETY**—A splendid fancy colored rose. Color pink shading through red and brown to golden yellow at the base of the petals. Good foliage. Hardy and vigorous.

**MME. FRANCISCA KRUGER**—This beautiful rose is of strong bush habit. The flowers are very large, well filled; color salmon, deeply shaded coppery yellow. Always in bloom.

## BRIARCLIFF SET OF ROSES

**5 BEAUTIFUL ROSES POSTPAID 85c**

**BRIARCLIFF**—Magnificent, large, full double, silvery pink.

**KAISERIN AUGUSTA VICTORIA**—The handsomest of all cream white Roses. Very hardy and constantly in bloom.

**PINK COCHET**—Beautiful, deep pink with silvery center. Double.

**MME. FRANCISCA KRUGER**—Flowers very large. Color salmon, deeply shaded coppery yellow.

**ALEX. HILL GRAY**—Large, finely formed flowers of canary-yellow color.

Five splendid, hardy everblooming kinds, 95c prepaid by parcel post. Two year old pot plants, \$2.75 postpaid.

**POSTPAID PRICES—All Roses on This Page**

**1ST SIZE  
STRONG ROSES**

25c each  
Any 3 for 65c

**2-YEAR  
LARGE ROSES**

65c each; any 2—\$1.25  
Any 6—\$3.50

**STAR SIZE SPECIMEN PLANTS; 85c each  
Beautiful Potted Plants!**

**All Deliveries Postpaid and Guaranteed**



Giant Jonkheer J. L. Mock

# Bush Roses

## WHITE RADIANCE

**WHITE RADIANCE** (See Illustration) — Same characteristics as the Radiance Roses. Blush white.

**VICTOR** — Unusually strong growing variety producing deep rose-pink flowers on long stiff stems. Free bloomer with immense foliage.

## LA CHAMPAGNE

**LA CHAMPAGNE** (See Illustration) — Semi-double peach colored blooms, slightly shaded darker. Extremely strong grower producing the enormous blooms on stiff, long stems. A noteworthy Rose. Better than Madame Butterfly.

**HOLLYWOOD** — Immense gorgeous double flowers, on long single stems, an ideal Rose for cutting. Lovely shade of red or cerise, still darker as the flower opens. Delicious American Beauty fragrance. Always blooming the entire season. Good strong grower with good foliage.

## PINK MAMAN COCHET

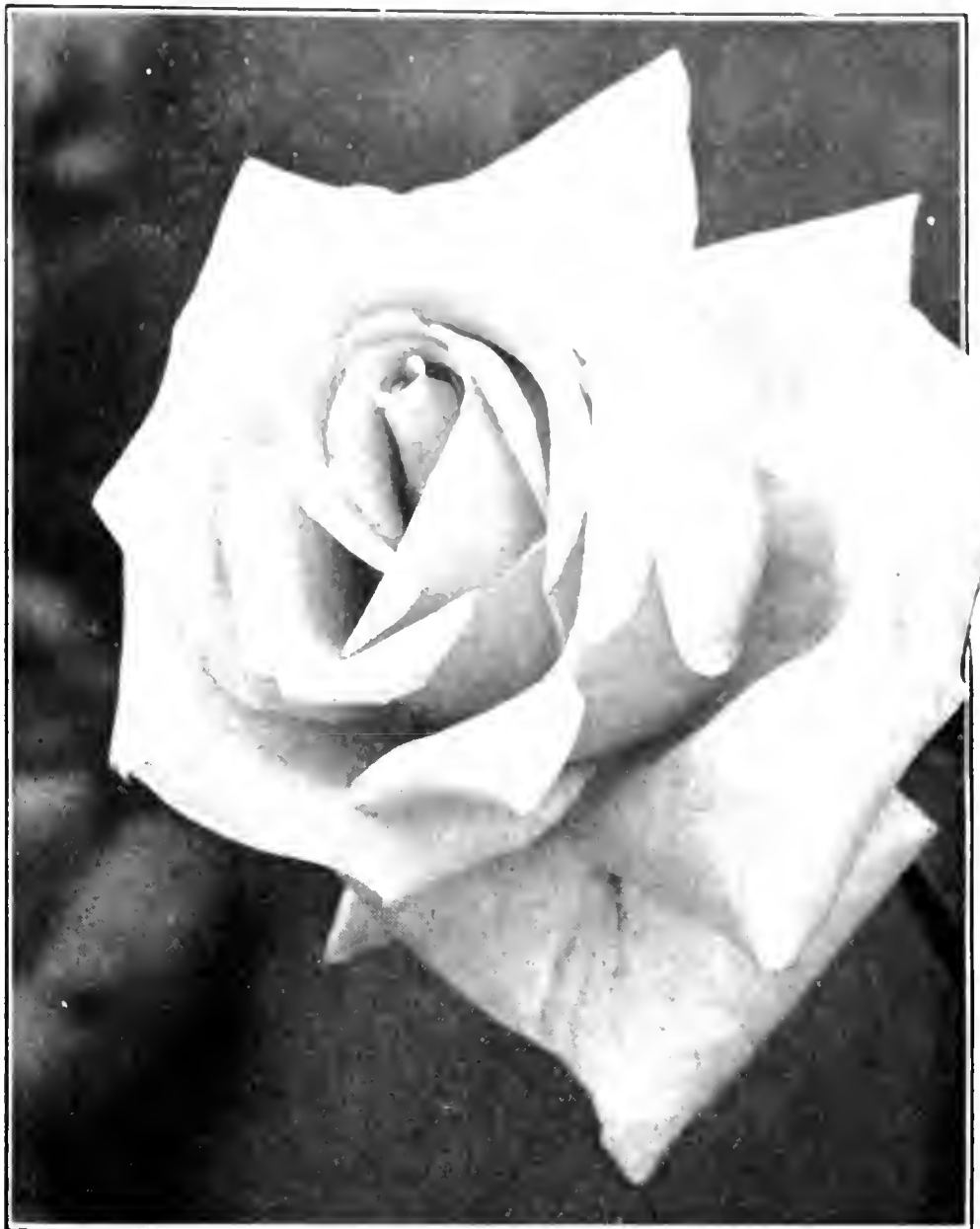
**PINK MAMAN COCHET** — Its large, full, and firm buds open into large, perfectly double flowers of splendid substance on long, stiff stems. A clear, rich pink changing to silvery rose. Has many rivals but no superiors.

## MRS. A. R. WADDELL

**MRS. A. R. WADDELL** (See Illustration) — Rivals "Rev. F. Page-Roberts." Better grower. Beautiful buds, large flowers, very double; rosy scarlet, reverse shaded salmon tints. Really a jewel among Roses; too little known. Distinct, strong, free, hardy.

**ISABELLA SPRUNT** — Golden yellow, free blooming with perfect buds. A sweet scented favorite of many years.

**JOANNA HILL** — New, strong growing, everblooming Hybrid Tea Bush Rose. Large, long, handsome buds, opening into a double bloom deep yellow flushed with a coppery orange at base of petals.



White Radiance



Mrs. A. R. Waddell



La Champagne

March 15, 1939  
 "15 years ago I bought 7 Jeannette Heller roses. I still have 4 of them that are still blooming fine. I have moved them 5 times to different places in southern California and it did not seem to have any effect upon them as to growth or bloom."  
 Mrs. E. C. Jacoby, South Gate, Calif.

POSTPAID PRICES—All Roses on This Page

1ST SIZE  
 STRONG ROSES

25c each

Any 3 for 65c

2-YEAR  
 LARGE ROSES

65c each; any 2—\$1.25

Any 6—\$3.50

STAR SIZE SPECIMEN PLANTS; 85c each

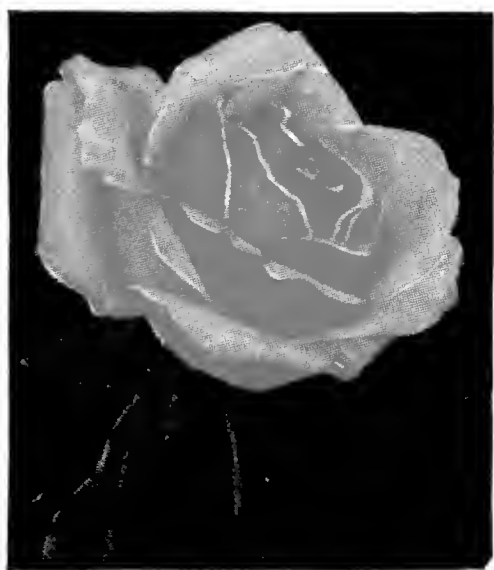
Beautiful Potted Plants!

Deliveries Postpaid and Guaranteed

# Everblooming Bush Roses



Etoile de Lyon



Great Pink Radiance



A gorgeous rose—  
White Maman Cochet



Garden Gem

## ETOILE DE LYON

**ETOILE DE LYON** (See Illustration)—Magnificent, golden yellow. One of the hardiest of all Tea Roses. Strong, healthy grower, unusually so, bearing its superb flowers in amazing freedom and continually. There is no Rose to compare to this golden yellow variety in the superb beauty of its flowers, which are immense in size; buds golden yellow, opening into sweetly scented blooms which are fully double to center. This and "Alexander Hill Gray" are the two great yellow garden Roses and are generally hardy everywhere with winter protection. There are many Roses in commerce but none to compare with these two great Roses in color and most important of all, absolute healthy growth. They do well everywhere, both of them, but each is distinct from the other.

**KAISERIN AUGUSTA VICTORIA**—A great white, hardy, ever-blooming Rose. Strong, sturdy grower; free flowering; has become the most popular of all white Roses for general planting. Blooms continuously from early spring until late fall; long pointed buds, large, double flowers, glorious in their perfection; borne on long, stiff stems; deliciously fragrant; especially good in Autumn. Plant is moderately vigorous and very hardy. A lovely, truly indispensable white garden Rose.

## PINK RADIANCE

**PINK RADIANCE** (See Illustration)—Gloriously formed flowers, immense in size, exquisite fragrance, grand foliage, healthy growing, fine color, always in bloom. The color is beautiful—bright carmine-pink. Hardy everywhere with protection; as its name suggests, radiantly beautiful. One of the world's twelve greatest Roses.

**BRIDESMAID**—Valuable for cutting. Fine in the open ground; color fine, clear dark pink. Strong, vigorous grower, bearing its flowers on long, sturdy stems. Still holds its own as one of the most beautiful Tea Bush Roses.

## WHITE MAMAN COCHET

**WHITE MAMAN COCHET** (See Illustration)—Showy white occasionally tinged with pale blush. One of the finest white Roses for open-ground culture.

**MRS. W. E. LENON**—Bright scarlet and vermilion buds opening into a full handsome double flower of almost perfect form of large size. Fragrant almost as the world famous American Beauty. Extraordinary free bloomer and good grower.

**TEMPLAR**—Clear, bright crimson red of exceedingly double form. Flowers wonderfully beautiful.

**CRIMSON BEAUTY**—New. Improved "Gruss an Teplitz." Strong, clean, sturdy bush. Glowing crimson flowers, borne continuously. Very hardy.

**FREIHERR VON MARSCHALL**—The large, full, well-shaped bright red flowers are borne in profusion throughout the season. Its fine foliage is unusual. One of the best of the Tea Roses.

## GARDEN GEM

**GARDEN GEM** (See Illustration)—Grand grower, absolutely free from disease. Satiny pink flowers of lovely form. Magnificent bloomer. One of the best new Roses.

**WHITE KILLARNEY**—Like Pink Killarney, its great charm lies in the beautiful, long pointed form of its buds.

### POSTPAID PRICES—All Roses on This Page

1ST SIZE  
STRONG ROSES

25c each  
Any 3 for 65c

2-YEAR  
LARGE ROSES

65c each; any 2—\$1.25  
Any 6—\$3.50

STAR SIZE  
SPECIMEN  
PLANTS

85c each

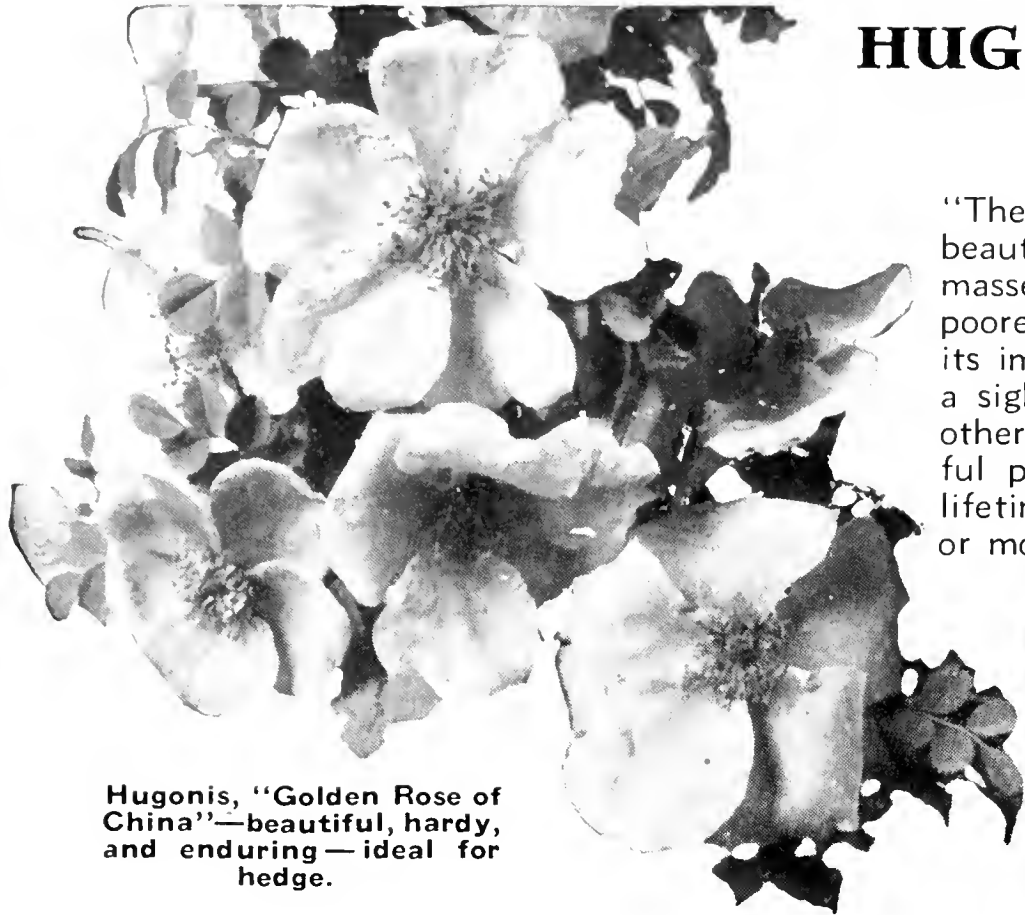
Beautiful, strong potted plants—ready for planting Spring  
Summer or Fall! All Deliveries Postpaid and Guaranteed



**10** HARDY EVERBLOOMING **\$5.25**  
2 yr. Bush Roses  
ALL CHAMPIONS! Post paid

- 1. La Champagne, salmon pink
- 2. President Hoover, flame and scarlet
- 3. Angele, pure white
- 4. Garden Gem, clear pink
- 5. Briarcliff, lovely pink
- 6. Jonkheer J. L. Mock, giant pink
- 7. Jeannette Heller, best fancy colored
- 8. Frau Karl Druschki, snow white
- 9. David O. Dodd, great crimson rose
- 10. Pink Radiance, fine, vigorous

10 of the finest Roses in America, all hardy, all everblooming for only \$5.25 postpaid. 1st size plants \$1.95 postpaid. Order as offer 92.



Hugonis, "Golden Rose of China"—beautiful, hardy, and enduring—ideal for hedge.

## HUGONIS . . . lovely, unusual Golden Rose of China

"The Golden Rose of China." Unique, making a beautiful shrub, bearing immense wreaths, literally masses of single, clear, yellow flowers. Grows in the poorest soil to perfection. Needs no protection. With its immense wreaths and gorgeous flowers, it is truly a sight to behold blooming in early spring before all other flowers appear. In late Fall foliage is a beautiful purple. A real novelty. Once planted it lasts a lifetime. Splendid for hedges. Ask for price per 25 or more plants.

POSTPAID PRICES—HUGONIS	
<b>STRONG 1ST SIZE PLANTS</b>	25c ea.;
	3 for 60c
	<b>STAR SIZE PLANTS, 90c each</b>
<b>Large 2-Yr. Plants</b>	
70c ea.; 2 for \$1.25	
6 for \$3.50	
12 for \$6.50	

## Hardy Everblooming Bush Roses

### ANGELE

**ANGELE (See Illustration)**—Large, white bud, greenish tint, opening to a majestic double bloom of purest white. Grand grower. Long needed. New and beautiful.

POSTPAID PRICES—EVERBLOOMING BUSH ROSES ON THIS PAGE	
<b>1ST SIZE STRONG ROSES</b>	<b>2-YEAR LARGE ROSES</b>
25c each	65c each
Any 3 for 65c	Any 2—\$1.25
	Any 6—\$3.50
<b>STAR SIZE SPECIMEN PLANTS; 85c each</b>	
Beautiful Potted Plants!	
Deliveries Postpaid and Guaranteed	

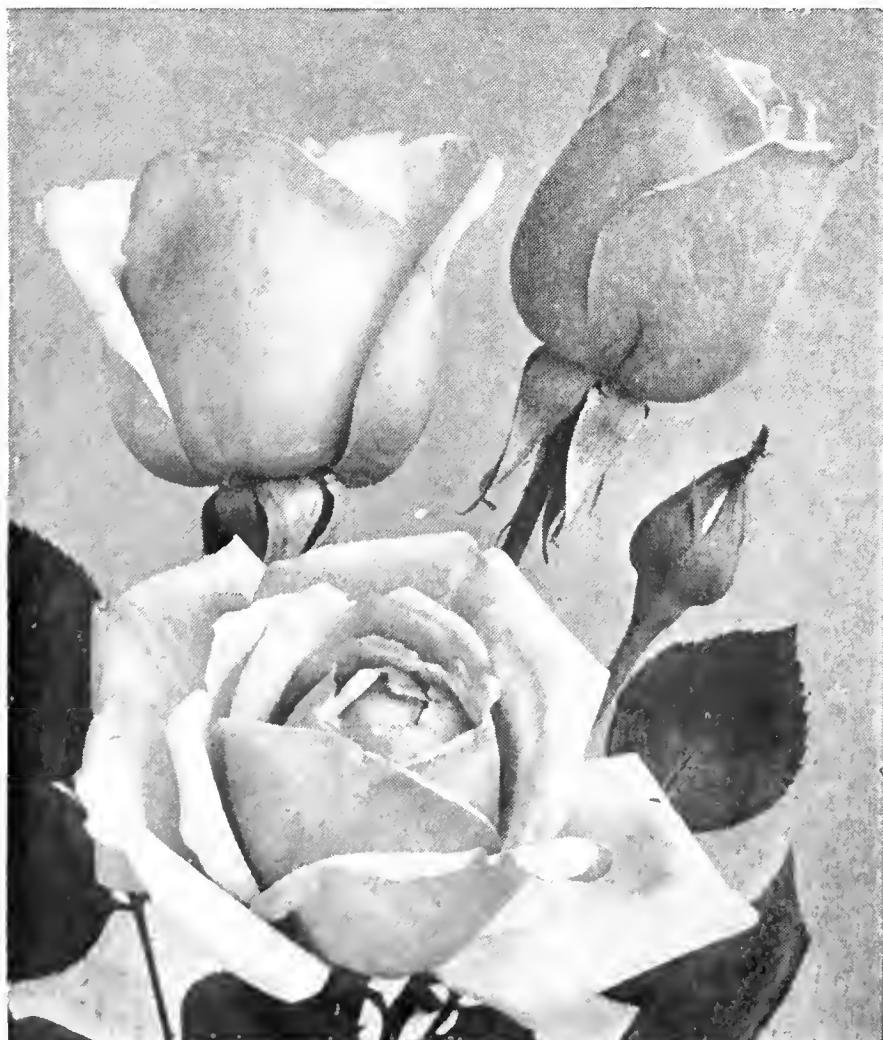
**MRS. AARON WARD**—Very distinct, coppery orange in the bud, golden orange when partly developed, and pinkish fawn when fully opened. Splendid; pleasing fragrance. Plant is dwarf, spreading with healthy holly-like foliage; always blooming.

**PADRE**—New. Improved "Mme. Herriot." Brilliant coppery scarlet, flushed yellow at base of petals. Semi-double; beautiful long buds.

**PINK KILLARNEY**—Strong, sturdy and upright, with fine, heavy, insect-proof foliage, bearing flowers exquisite in form and color; bud long; flowers immense in size; color deep, brilliant shell-pink, hardy everywhere.

### LADY PLYMOUTH

**LADY PLYMOUTH (See Illustration)**—A Rose similar to Souv. de Pierre Notting, which means a handsome bud, full double bloom of large size. Deep ivory cream, faintly flushed.



Angele, New and Beautiful



Lady Plymouth



# Everblooming Bush Roses

**FRANCIS SCOTT KEY** (See Illustration)—A magnificent garden Rose named in honor of the author of the "Star Spangled Banner." Color a glowing scarlet with darker shadings. Buds long, pointed, full and double.

## NEW ROSE—FLESH PINK

**FLESH PINK** (See Illustration) — Strong vigorous grower producing rose pink flowers. Remarkable upright habit of growth. The bushy plants are made up of strong, stiff canes. A fine variety.

**REV. F. PAGE-ROBERTS**—Copper-red buds of exquisite color opening to rich Indian yellow inside with the outside petals strongly marked apricot and carmine. Rich fragrance. Strong branching habit with healthy, insect resistant foliage.

**ROSE HILL** — Improved Columbia. Pure rose pink. Unsurpassed in size, beauty, and healthy growth.

**ROYAL RED**—Flowers enormous. Scarlet red, almost black shadings; delicious fragrance.



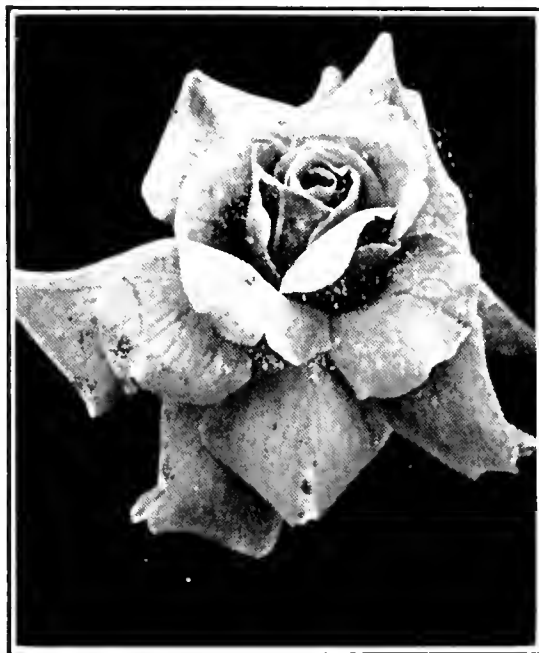
New Rose,  
Flesh Pink

## SOUV. DE PIERRE NOTTING

(See Illustration)—Color apricot-yellow, tinged with golden and mixed with orange-yellow, edge of petal shaded carmine-rose.



Francis Scott Key



Souv. de Pierre Notting

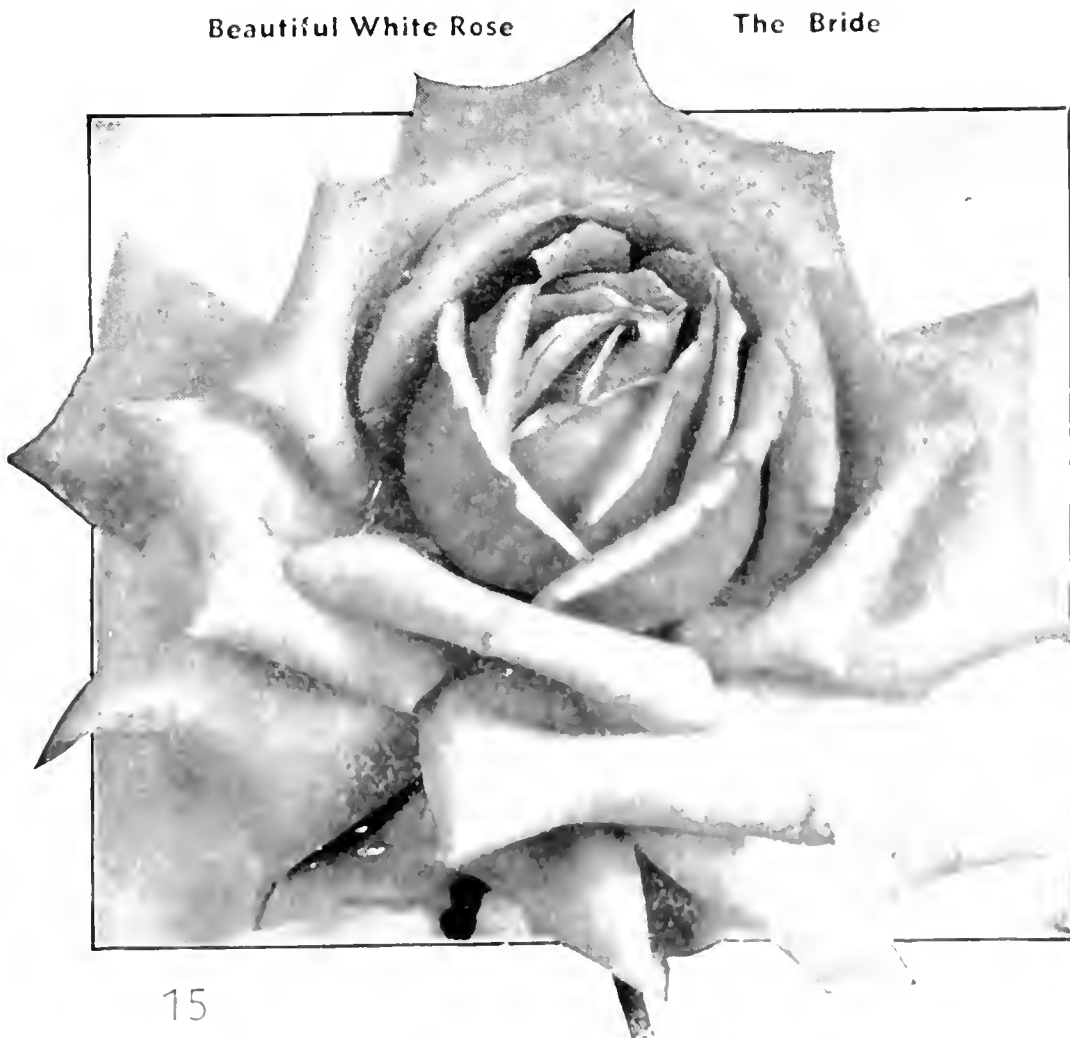
## THE BRIDE (See Illustration)

—There is no other white Rose more satisfactory than the "Bride." The buds and flowers are unusually large, well formed and deliciously perfumed. When planted in the open ground the flowers are sometimes found to be delicately tinted with pink, making it exceedingly attractive. Strong, healthy growth and a profuse bloomer.

**SILVER COLUMBIA** — An offspring of the great "Columbia," with which it is identical. The magnificent flowers, if anything, are borne in greater profusion. The fragrance is even sweeter than that found in American Beauty. Color a deep silvery pink, deepening towards the center. A remarkably strong, healthy grower.

Beautiful White Rose

The Bride



### POSTPAID PRICES

#### ALL ROSES ON THIS PAGE

1ST SIZE  
STRONG ROSES

25c each  
Any 3 for 65c

2-YEAR  
LARGE ROSES

65c each  
Any 2—\$1.25  
Any 6—\$3.50

#### STAR SIZE SPECIMEN PLANTS

85c each

Beautiful Potted Plants!  
Deliveries Postpaid—and Guaranteed



# Plant **THE GOOD ROSES OF NEW CASTLE** for successful gardening!

THE FAMOUS ROSES OF NEW CASTLE, potted and on their own roots may be planted any time after danger of damaging frost in the spring has passed and on through the entire summer until winter freezes prove a hazard. These superior potted roses come to you with a strong, active, working root system in an alive, vigorous growing condition. Their growth has already been strongly established and it is necessary only to loosen the ball of soil about the roots before planting. No pruning is necessary. Prepare the soil by spading in well rotted manure or bone meal to a depth of about 5 inches. Plant the roses a little deeper than the ring of earth about the canes—slightly deeper than they have been growing in the pots. Space about 18 inches apart. Plant the stocky, bushy **BABY ROSES** about 15 inches apart. Water heavily, allowing even the bottom-most roots to become thoroughly soaked. Withhold water after this until the soil becomes dry and loose. This encourages root action. The plants are now established and it is necessary to water your roses only when they become appreciably dry. When watering, soak the soil thoroughly and syringe the under side of the foliage with water under pressure to remove harmful insects. These few simple rules are all that is necessary to insure blooms galore, and remember, we stand ready to help with any unusual gardening problem that may confront our customers.

COMPLETE PLANTING AND GROWING INSTRUCTIONS ACCOMPANY EVERY ORDER



Lovely  
Briarcliff

## BRIARCLIFF

**BRIARCLIFF** (See Illustration)—One of the grandest Roses it has been our privilege to grow. Bud beautifully formed, long and solid, opening into one of the finest blooms of enormous size. Very double, a brilliant rose pink. Splendid grower, free from diseases such as black spot and mildew. Flowers produced in a great abundance the entire season, on long, stiff stems, making it ideal for cutting.

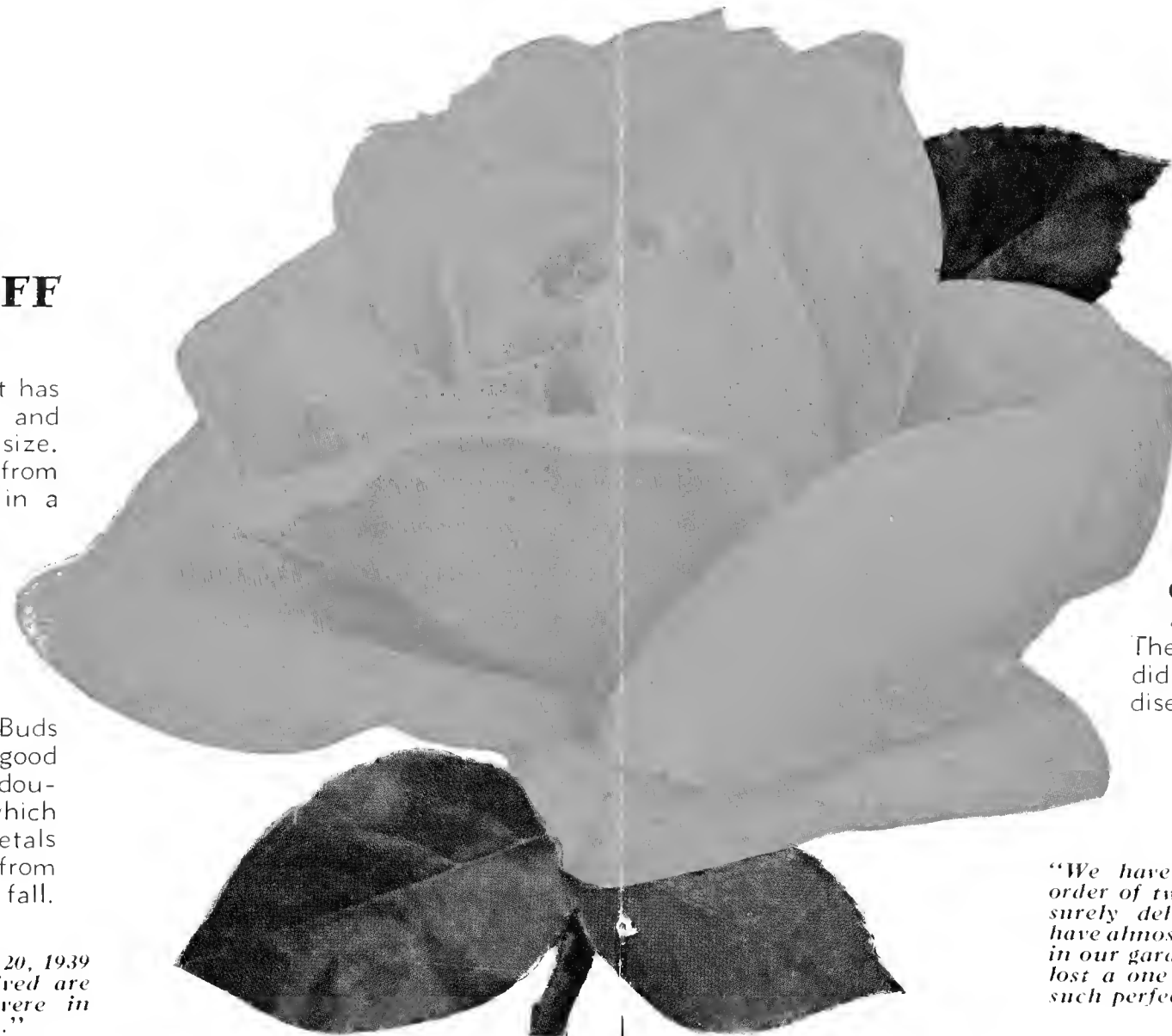
## E. G. HILL

**E. G. HILL** (See Illustration)—One of the finest outdoor Bush Roses in existence today. Strong upright grower, vigorous and healthy. Buds ideal, long and pointed on good stout stems, open into a full double bloom of crimson scarlet which retains its color until the petals fall. Blooms continuously from early season until late fall. Hardy anywhere.

May 20, 1939  
"The roses received are beautiful and were in perfect condition."  
F. Fortuna, 86 17 80th St.  
Woodhaven, L. I., N. Y.

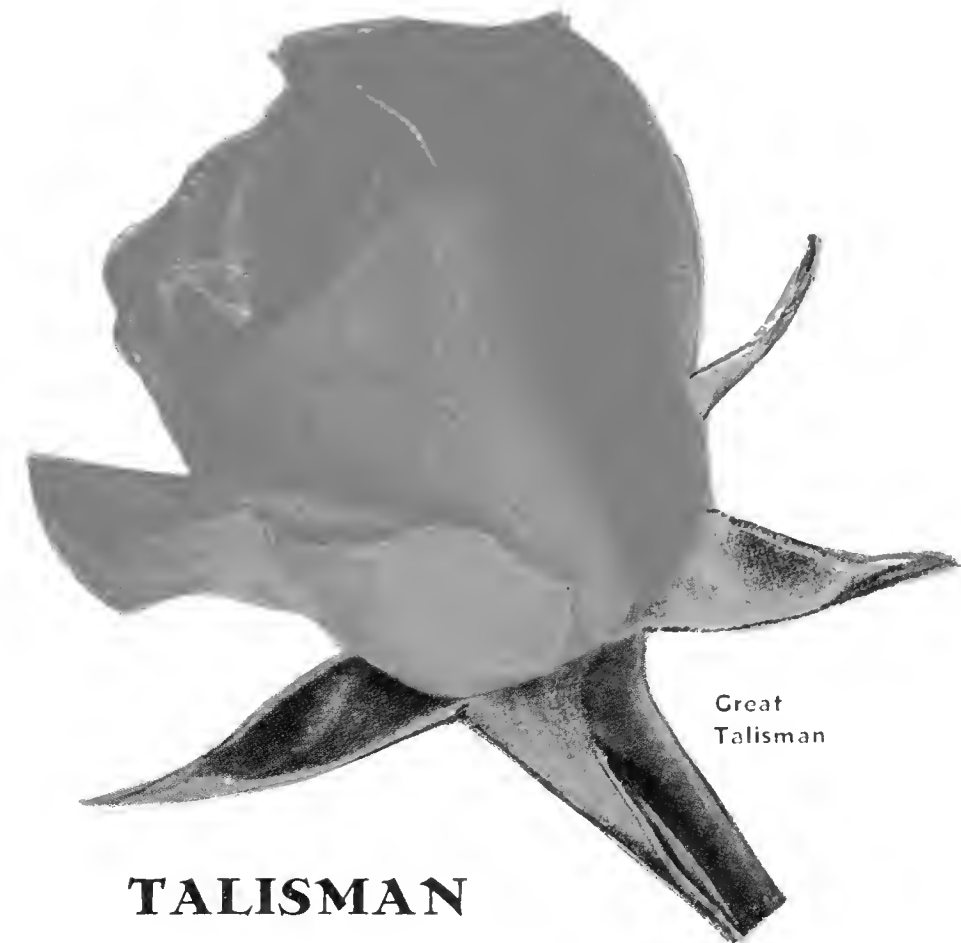
E. G. Hill

**ALEXANDER HILL GRAY** (See Illustration)—We are firmly convinced that this lovely Bush Rose is one of the very best, if not the best yellow, everblooming garden rose. Our friends, everywhere, praise it in glowing terms. The color, which is a deep lemon-yellow, deepening as



## ALEXANDER HILL GRAY

the flower expands, does not fade, in the open ground. Buds and blooms are of perfect form, immense in size, full and double, produced in continuous abundance. Extra strong grower and hardiest of all tea roses. Free from disease. Might be termed a yellow "American Beauty."



Great  
Talisman

## TALISMAN

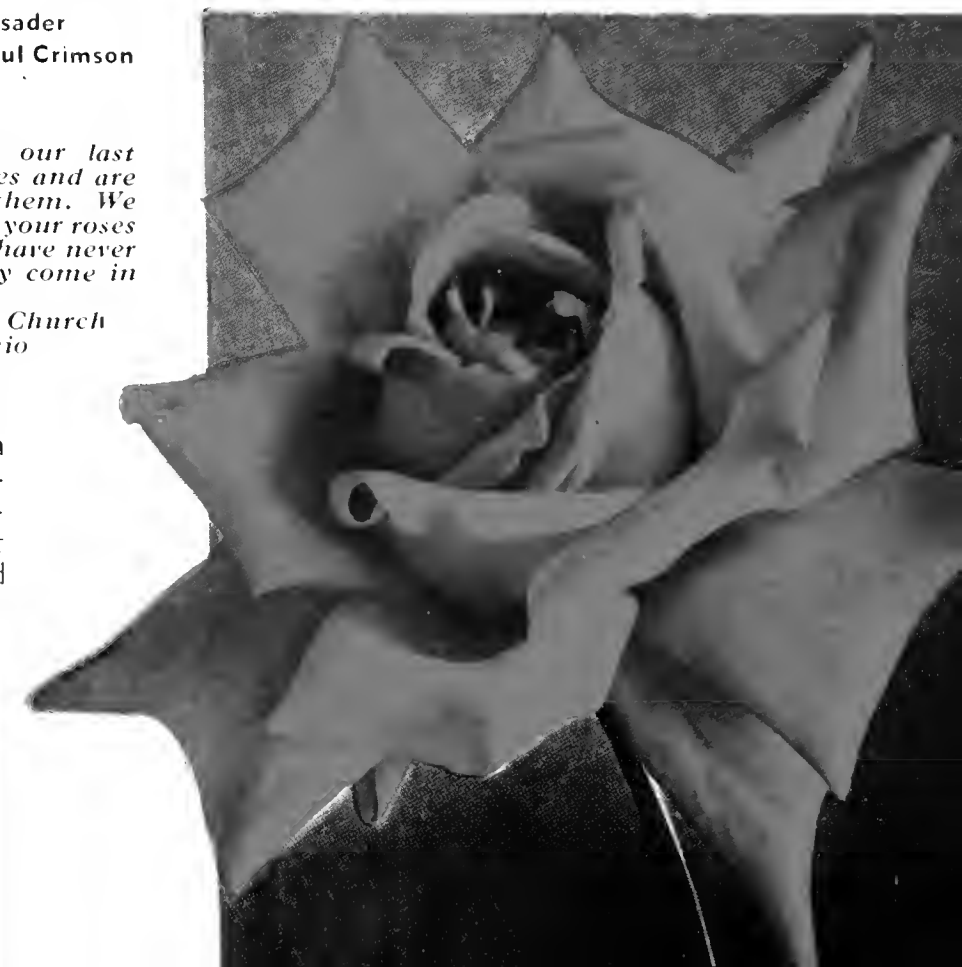
**TALISMAN** (See Illustration)—Sensational and world famous new Bush Rose, with very large, double blooms produced in constant profusion. Indescribable colors—brilliant orange yellow with coppery red shades, blended into a combination seen in no other rose; fragrant, exquisite buds, very hardy, free-blooming. The most sensational introduction in fancy colors now known.

## CRUSADER

**CRUSADER** (See Illustration)—Rich velvety crimson of bright hue and of massive form, this Rose is one of the very finest of the reds. The flowers are very large, full, extremely double, with petals of splendid substance. Plant is of moderate growth, with exceptionally fine disease resistant foliage.

Crusader  
Wonderful Crimson

"We have just planted our last order of twenty-nine roses and are surely delighted with them. We have almost a hundred of your roses in our garden and so far have never lost a one of them. They come in such perfect condition."  
Mrs. Kate Church  
Finley, Ohio



### POSTPAID PRICES—ALL ROSES ON PAGES 16 AND 17

1ST SIZE  
STRONG ROSES  
25c each  
Any 3 for 65c

2-YEAR  
LARGE ROSES  
65c each: any 2—\$1.25  
Any 6—\$3.50

STAR SIZE  
SPECIMEN  
PLANTS  
85c each

\$1.25  
Postpaid

for any TWO 2-YEAR PLANTS  
Listed on these Pages

Beautiful, strong potted plants—ready for planting Spring, Summer or Fall! All Deliveries Postpaid and Guaranteed.



Our Exotic Green Rose

## Now . . . a GREEN ROSE

A most interesting and remarkable rose. Much sought for because of its oddity. Flowers are of medium size with small pointed petals set very thickly, which are the same color as the foliage—dark, pea green. Buds are especially beautiful. We believe we have the only stock of it now known. Much has been printed in the newspapers from coast to coast wherever it has been seen, because it is surely a curiosity. It blooms constantly and is never without flowers. Stock limited. (See Illustration). **Strong plants, Green Rose, 25c each; 3 for 65c; Heavy 2 yr. old plants, 75c each; star size plants, \$1.00 each. All postpaid.**

**QUEEN LOUISE** (See Illustration)—New and beautiful, full double flowers; large, globular-shape; color, pure white. Strong branching grower. Splendid novelty. **First size plants, 25c each; 3 for 65c. 2 yr. old plants, 65c each; 2 for \$1.25; 6 for \$3.50; 12 for \$6.50. Star size plants, 85c each.**

**FRAU KARL DRUSCHKI** (See Illustration)—The best hardy, snow-white rose now known. Tremendously strong grower. Hardy everywhere; immense, glorious snow-white flower. Practically ever blooming, producing flowers as a rule through the entire season, especially in late fall. **First size plants, 25c each; 2 yr. old plants, 65c each; 2 for \$1.25; 6 for \$3.50; 12 for \$6.50. Star size plants, 75c each.**

## More Unusual Roses



Queen Louise

**HENRI MARTIN—HARDY MOSS ROSE**—Deep rosy-carmine shaded bright crimson. Charming large rose with exquisitely mossed buds. 2 yr. only.

**HERMOSA**—Old-time garden favorite and just as popular today; blooms in fine clusters; large, double, fragrant; color clear rose.

**SIR THOMAS LIPTON—RUGOSA ROSE**—A handsome double Rugosa Rose, with the peculiar leathery foliage of the family and beautiful snow-white, exceedingly fragrant flowers. Hardy as an oak.

**F. J. GROOTENDORST—RUGOSA ROSE**—Bright red, clustered flowers. Double with slight fragrance. Edges of petals serrated. Extremely hardy.

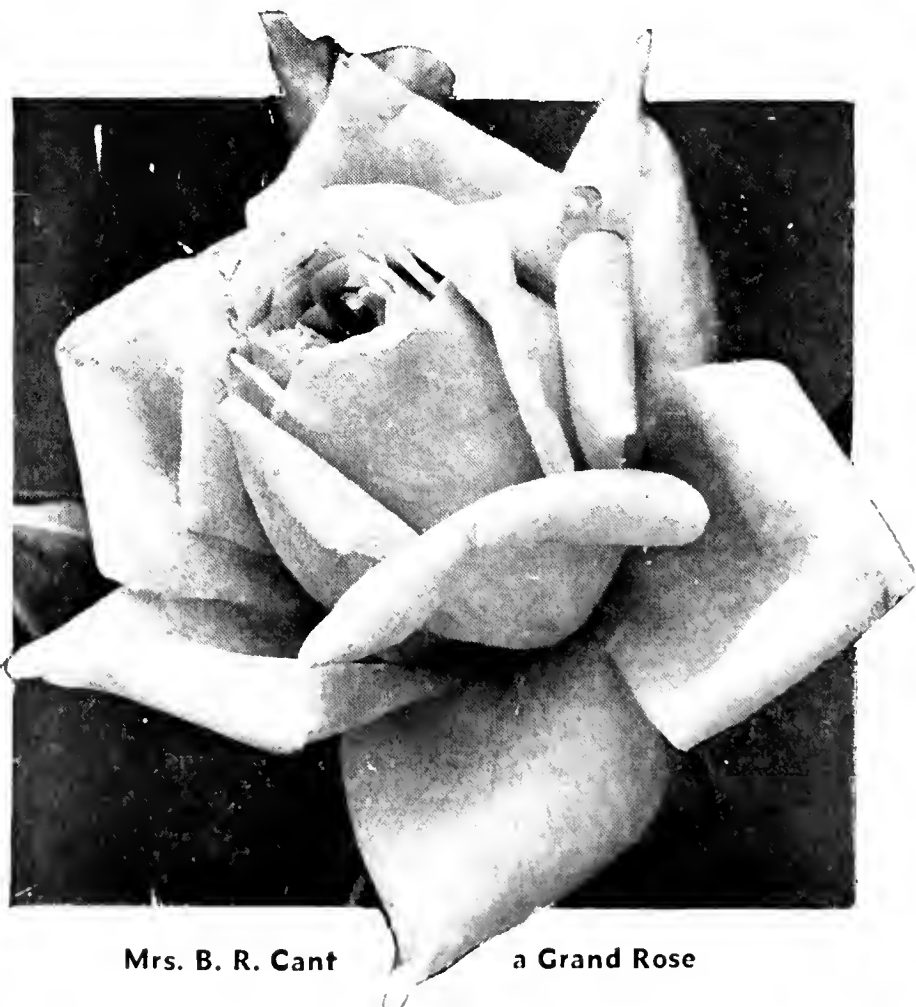
**NEW CENTURY—RUGOSA ROSE**—Bright, rosy pink, with red center, with petals widely bordered with creamy white.

**MRS. B. R. CANT** (See Illustration)—One of the best, if not the best rose of its class and color now in cultivation. Exceedingly hardy, producing in marvelous profusion deep crimson pink flowers with silvery rose center, perfectly double, fragrant.

**POSTPAID PRICES—UNUSUAL ROSES ABOVE**  
**FIRST SIZE PLANTS, 25c each; 3 for 65c**  
**2 YR. PLANTS, 65c each; 2 for \$1.25**  
**6 for \$3.50; 12 for \$6.50**  
**STAR SIZE PLANTS, 85c each**



Great Frau Karl Druschki



Mrs. B. R. Cant

a Grand Rose

# Hardy Climbing Roses

Hardy anywhere without protection, hardy climbing roses require little attention to produce their gorgeous flowers in early summer. Once planted they last a life time and grow bigger and better year by year. Unsurpassed for screened porches, garages, trellises, and embankments. Ideal for cemetery plantings. By severe pruning they can be trained into permanent, hardy, flower-bearing hedges. They are free from insects, hardy as Oaks, cheap in price and when once planted, last many, many years.

**EXCELSA**—The flowers are very double, produced in immense trusses of thirty to forty flowers to each truss. Color intense crimson.

**EMILY GRAY**—A new yellow. Glossy foliage, buds long, flowers golden yellow, semi-double. Needs protection north of Washington, D. C.

**CHAPLIN'S PINK CLIMBER**—Pronounced as the best hardy climber introduced in years. Large flowers, clear, sprightly pink, borne in immense trusses. A pink "Paul's Scarlet."

**CHRISTINE WRIGHT**—Large, thick, leathery foliage. Flowers bright pink, 4 inches in diameter; almost double borne in large clusters. A fine pillar rose.

**ALBERIC BARBIER**—Entirely free from insect attacks; heavy waxy foliage, shines as if varnished. The beautiful yellow flowers are unusually double, sometimes singly, sometimes in clusters.

**JACOTTE**—Color deep coppery yellow, tinted coppery red, borne several together on long stems. Very fragrant.

**DR. W. VAN FLEET**—A splendid hardy rose, large flowers about 4 inches across, full and cup shaped; color flesh pink deepening to rosy-flesh in center.

**BESS LOVETT**—Flowers fragrant, clear bright red, good size, double.

**FLAMING PAUL'S SCARLET CLIMBER**—This great new climbing rose is one of the few best roses for home planting. Blooming freely early and then frequently in late fall. Color a flaming scarlet, a new and striking color. Makes a brilliant display. Hardy everywhere. The petals do not fade like many climbing roses. A wonderfully strong grower, quickly making an immense plant 10 to 20 feet high. When in bloom is a gorgeous sight. We like it better than "Blaze."

**MARY WALLACE**—Large, semi-double flowers, 4 inches across; color clear rose pink with salmon at base of petals. Very hardy.

**VIOLETTE**—Rather large flowers of deep reddish violet borne in big trusses on a strong slender-caned plant.

**AUNT HARRIET**—Amazingly fine with its masses of dazzling scarlet-crimson roses. The bright effect is intensified by the pure white centers and brilliant golden anthers.



Bess Lovett

**TAUSENDSCHON (THOUSAND BEAUTIES)**—Large flowers, with ruffled petals, borne in enormous trusses, from 10 to 15 in a cluster. Colors vary through shades of yellow, cream, and rose pink. A tremendously vigorous plant, bearing thousands of blooms early in the season and continuing late. It is among the most satisfactory of climbers.

**EUGENE JACQUET**—Immense trusses of fragrant cherry-red flowers in profusion.

**SILVER MOON**—Blooms very large four or more inches in diameter, pure white in color and of good substance, beautifully cupped, forming a clematis-like flower.

**WHITE DOROTHY PERKINS**—Is a rampant grower, and in a short time will cover a large trellis. Glistening white.

**AMERICAN PILLAR**—Of extremely vigorous habit of growth; foliage lively green the season through. It has a profusion of bright pink, semi-double flowers in clusters which are followed by clusters of attractive red berries.

## PRICES! HARDY CLIMBING ROSES ON THIS PAGE

**STRONG 1ST SIZE PLANTS**  
20c each; 3 for 50c

**STRONG 2-YR. PLANTS**  
65c each  
ANY 2 for \$1.25  
ANY 6 for 3.50  
ANY 12 for 6.50

**STILL LARGER STAR  
SIZE PLANTS**  
85c each

**ALL POSTPAID**

Hardy, Beautiful Potted  
Plants—Ready for  
Planting Spring  
Summer, Fall



Alberic Barbier

# Hardy Climbing Roses

Literally covering trellises and arbors with an abundance of bloom and color. **HARDY CLIMBING ROSES** make the garden an outdoor living room.

## BIRDIE BLYE

**BIRDIE BLYE** (See Illustration)—One of the freest blooming hardy climbers. Bushes here bloom five and six times each season. Perfectly hardy everywhere. Strong grower. Foliage bright glossy green and free from insects or disease. Blooms full and double. Color a bright carmine, changing to bright satiny rose, very fragrant. This is a really great rose.

## KEYSTONE

**KEYSTONE** (See Illustration)—Perfectly hardy everywhere, blooms in wonderful profusion. The open flower is perfectly double, with buds beautifully formed. Color clear lemon-yellow. A fine hardy deep yellow free climber. This is a really great Rose. Don't miss it.

## THE GREAT CLIMBING AMERICAN BEAUTY ROSE

**CLIMBING AMERICAN BEAUTY** (See Illustration)—Perfect grower, wonderfully hardy and remarkably free blooming. Almost the same as "American Beauty," with smaller flowers. Medium sized flowers, each produced on separate stems in clusters, vivid rosy-crimson in color, with delicious fragrance. Borne in greatest profusion for weeks. Foliage tough and leathery. Hardy and as sturdy as an oak in all localities. For single specimens, trailing over verandas, for trellises, anywhere and everywhere, this rose will give the greatest satisfaction. Once planted will last a lifetime. Ours is the genuine stock. Absolutely true to name, on its own roots.

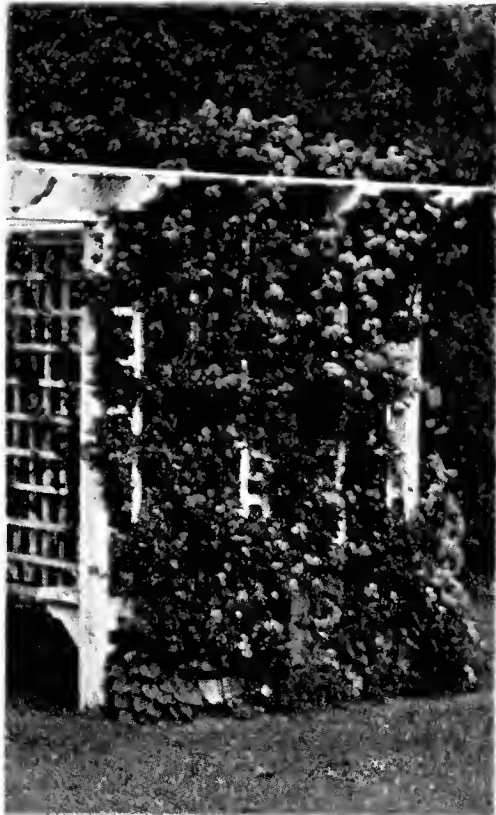
**PRICES, ABOVE  
HARDY CLIMBING ROSES  
STRONG 1ST SIZE PLANTS**  
20c each; 3 for 50c  
**2-YEAR PLANTS**  
65c each; 2 for \$1.25  
POSTPAID

## FAVORITE COLLECTION OF HARDY CLIMBING ROSES

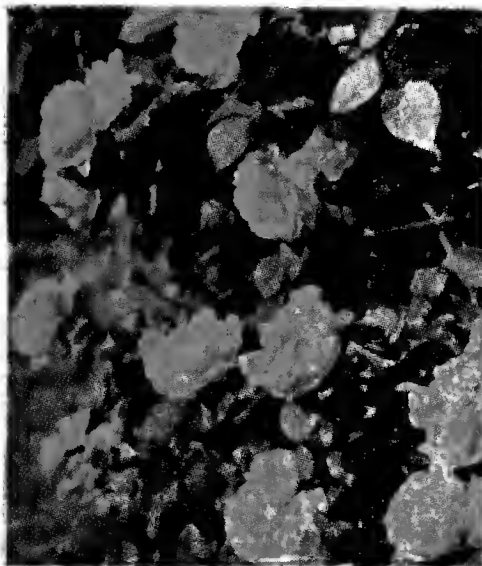
When once planted they last a life time! Ideal for covering trellises, arbors, garages and porches.

- 1 Tausendschon, yellow and rose pink.
- 1 Keystone, yellow.
- 1 Birdie Blye, lovely pink.
- 5 other fine varieties, our selection.

ALL **8** Hardy Climbing Roses **\$1.00** Post Paid



Birdie Blye  
Always Blooming



Keystone



The Great Climbing  
American Beauty

## FREE BLOOMING CLIMBING ROSES

**MRS. ROBERT PEARY** (Climbing Kaiserin Augusta)—Strong, rapid grower. The lovely white flowers are magnificent beyond description, buds long and pointed.

**CLIMBING GRUSS AN TEPLITZ**—This is an exact counterpart of the bush rose "Gruss an Teplitz," but is a fairly vigorous climber of the pillar type. In the spring it is a dazzling sheet of velvety crimson. Each bloom is produced singly on long stems, the same as the bush variety so well-known. Blooms continuously through the growing season. One of the world's greatest everblooming pillar type climbing rose; hardy everywhere.

**MARECHAL NIEL**—The famous old favorite which grows so luxuriantly in the South. Buds and flowers superb; extra large very double, and deliciously perfumed. Deep golden yellow. Blooms with great freedom. In the North should have very careful protection during the winter.

**CLIMBING CECILE BRUNNER**—Color rosy pink, rich creamy white background. Plants sturdy growing but need protection.

**FREEDOM**—Strong, hardy, rugged, new white climbing Rose. Flowers double, sweet scented, free blooming on long stems.

**CLIMBING CLOTHILDE SOUPERT**—One of the best, bearing immense clusters of flowers constantly. Ivory white flowers, shaded in center silvery pink. Not excelled by any climber. Hardy.

**CLIMBING COLUMBIA**—Same as Columbia. Wonderful climber, growing ten to fifteen feet in single season, blooms continuously, bearing blooms often measuring six inches in diameter. A great pink, hardy, everblooming, climbing Rose. Fragrance delicious.

**CLIMBING PINK MAMAN COCHET**—An exact climbing counterpart of the bush variety. As free blooming as the "Cochets." Will withstand the rigor of the Northern winters with protection. Superb pink flowers of fine form and substance.

**CLIMBING HELEN GOULD**—Climbing type of the beautiful "Helen Gould." Immense flowers, full and double, constantly produced. Warm watermelon red. Superior.

**CLIMBING WHITE MAMAN COCHET**—The exquisite white flowers are borne in great profusion. Absolutely hardy, except in the extreme North, where it requires slight protection. Vigorous grower, throwing up strong canes 15 to 20 feet long in a single season.

**BELLE OF PORTUGAL**—Blooms are large and a most beautiful shade of soft salmon. Produced singly on long stems.

## POSTPAID PRICES—FREE BLOOMING CLIMBING ROSES

**1ST SIZE  
STRONG ROSES**  
25c each  
Any 3 for 65c

**2-YEAR  
LARGE ROSES**  
65c each; any 2—\$1.25  
Any 6—\$3.50

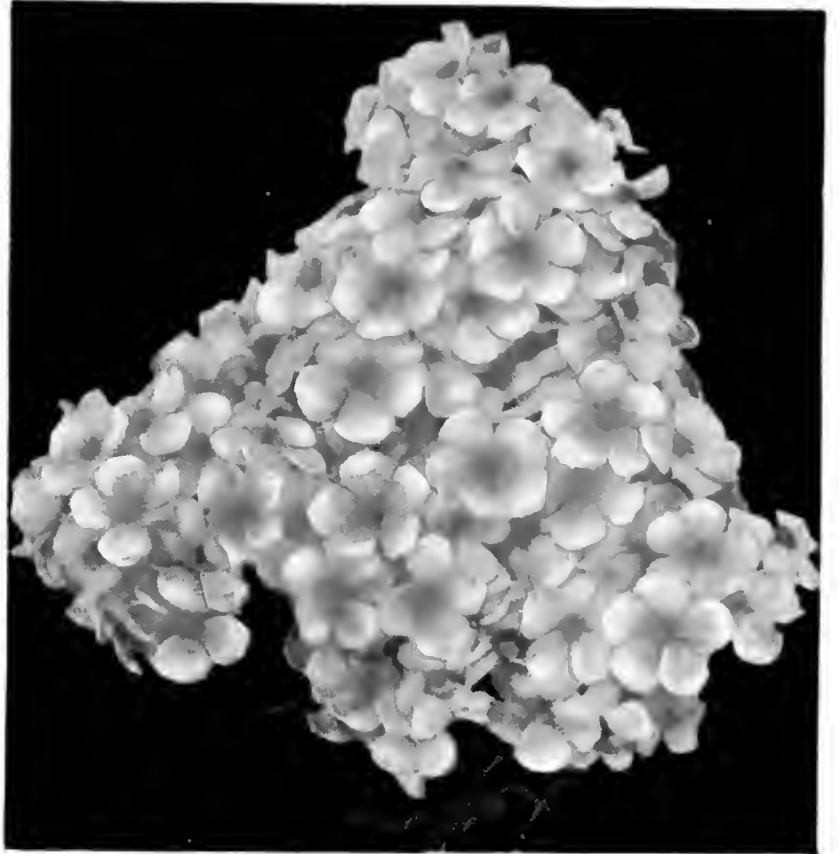
**STAR SIZE  
SPECIMEN  
PLANTS**  
85c each

Beautiful, Strong, Potted Plants!  
Deliveries Postpaid and Guaranteed

# HARDY *Phlox* . . . permanent . . . easy to grow!

Hardy Perennial Phlox are most satisfactory, for once planted they are permanent. Require little or no protection; free from disease and insects. Immense heads, blooms of the most delicate colors, produced in continuous profusion. These are the best kinds.

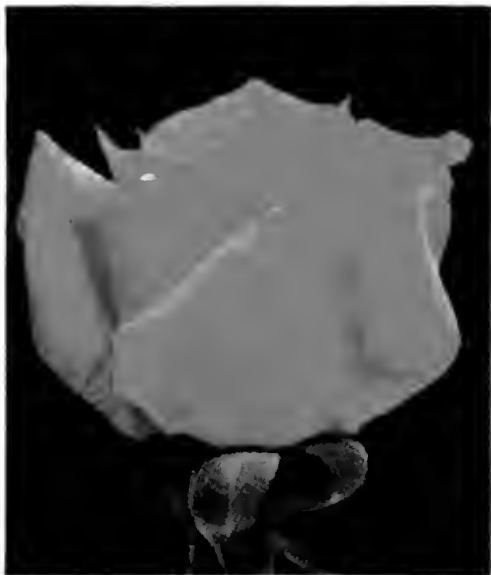
- LILLIAN**—Cameo pink, large flowers.
- R. P. STRUTHERS**—Salmon, claret-red eye; tall.
- ROSENBERG**—Purple, red eye.
- HAUPTMAN KOEHL**—Cherry Red.
- MRS. JENKINS**—Best tall early white variety.
- CHAMPS ELYSEE**—Purple.
- EUROPA**—Pure white, crimson-carmine eye.
- ETHEL PRITCHARD**—Delightful blue.
- MILLY VON HOBOKEN**—Cerise pink.
- SALMON GLOW**—Lively shade of salmon.
- DAILY SKETCH**—Delicate salmon with carmine eye.
- THOR**—Pure salmon.



Phlox, Lillian

Prices Hardy Phlox: Strong, vigorous, field grown plants, the only reliable kind for immediate effect 25c each, 5 for \$1.00; \$2.00 per dozen, postpaid. One each, 12 Phlox above, \$1.85 postpaid.

## THE SUPERB **DAVID O. DODD** COLLECTION



Dainty Baby Doll



Gruss an Teplitz



Lady Hillingdon



David O. Dodd

**6 STRONG, VIGOROUS 88c** Post Paid  
**FIRST SIZE PLANTS**

Here is our choice, 6 best all around Roses for amateur or experienced planters in all sections of America. This collection has everything—health, freedom of bloom, beauty, fragrance and every imaginable color. Easy to grow, glorious flowers—all better types.

**DAVID O. DODD** (See Illustration)—Gorgeous new crimson. Flowers 5 to 7 inches across. Full, deep, very double. Always blooming. Exquisite fragrance.

**JEANNETTE HELLER**—Healthiest, most beautiful fancy colored Rose. Full and double. Flowers immense. Color shell pink, shading to delicate salmon buff.

**LADY HILLINGDON** (See Illustration)—Apricot yellow, shaded to orange on the outer edge of petals.

**BABY DOLL** (See Illustration)—Dainty, exquisite. Perfect miniature flowers. Every color in rainbow—lavender, yellow, pink, fiery crimson. Gorgeous.

**GRUSS AN TEPLITZ** (See Illustration)—One of the world's 12 best Roses. Fiery crimson, shaded dark velvety sheen. Strong, vigorous grower. Hardy.

**ALEXANDER HILL GRAY**—We have not seen a more glorious perfect, pure yellow Rose.

### SPECIAL OFFER

One each, strong vigorous, 1st size plants, 6 in all for 88c postpaid; the collection in heavy 2 year plants \$3.25, postpaid.

# NEW! BUDDLEIAS

Gorgeous . . .  
Hardy!



Buddleia, Charming

Yielding a host of beautiful cone shaped blooms, Buddleias Charming and Ile de France are acclaimed as the best hardy garden shrubs.

## CHARMING

**CHARMING** (See Illustration)—A most glorious shrub, bearing graceful pink blooms from summer throughout the autumn. The slender pointed spikes are well rounded and unusually long. The vigor of the plants makes Charming easy to grow and insures that it will thrive in just ordinary soil. It blooms the first year. **Price 50c each, 3 for \$1.35, postpaid.**

**ILE DE FRANCE**—The rich purple flowers and deep green foliage are unsurpassed. The graceful blooms are produced in great abundance from August till heavy frost. Strong and vigorous growth. A great buddleia. **Price 35c each, 3 for \$1.00, postpaid.**

## HARDY LILIES

**LILLIUM REGALE** (Regale Lilly) (See Illustration)—Without dissent the most popular of all the Lily family. This free growing Lily abundantly produces deliciously scented, trumpet-shaped flowers of ivory white, tinted pink. Oftentimes as high as eight of these gorgeous blooms are to be found on one stem. Absolutely hardy everywhere. Increases in beauty year by year. Strong blooming bulbs. **25c each, 3 for 65c, \$1.85 per doz., postpaid.**

**LILLIUM PHILIPPINENSE FORMOSANUM**—Sensational new Lily. Bears large trumpet shaped flowers of white, tinted reddish brown on outside. The long, slender stems, plus the exquisite curve of the petals gives this lily a remarkably graceful appearance. An exceptionally strong grower. **25c each, 3 for 65c, postpaid.**



Hardy Lillium Regale—Beautiful



## Colorful GLADIOLI

Our list comprises the very best varieties, all guaranteed to bloom this year. These are large, healthy, sure-to-bloom, two and three year old bulbs, full of vitality that will produce gorgeous flowers of astonishing beauty. No garden is complete without these superb new Gladioli. Plant as soon as frost is past on up into summer.

**BETTY NUTHALL**—Large, perfect flowers of coral with orange throat.

**DREAM O'BEAUTY**—Glorious rose red, a strong grower, bearing very large flowers.

**DR. E. F. BENNETT**—Vivid, fiery scarlet with an orange throat.

**GIANT NYMPH**—Shining, wide-spread rose-pink flowers with creamy yellow throats.

**GOLD EAGLE**—A very early yellow, one of the few good light yellows.

**GOLDEN DREAM**—The richest, clearest golden yellow yet introduced.

**MILDRED LOUISE**—Beautiful deep lavender.

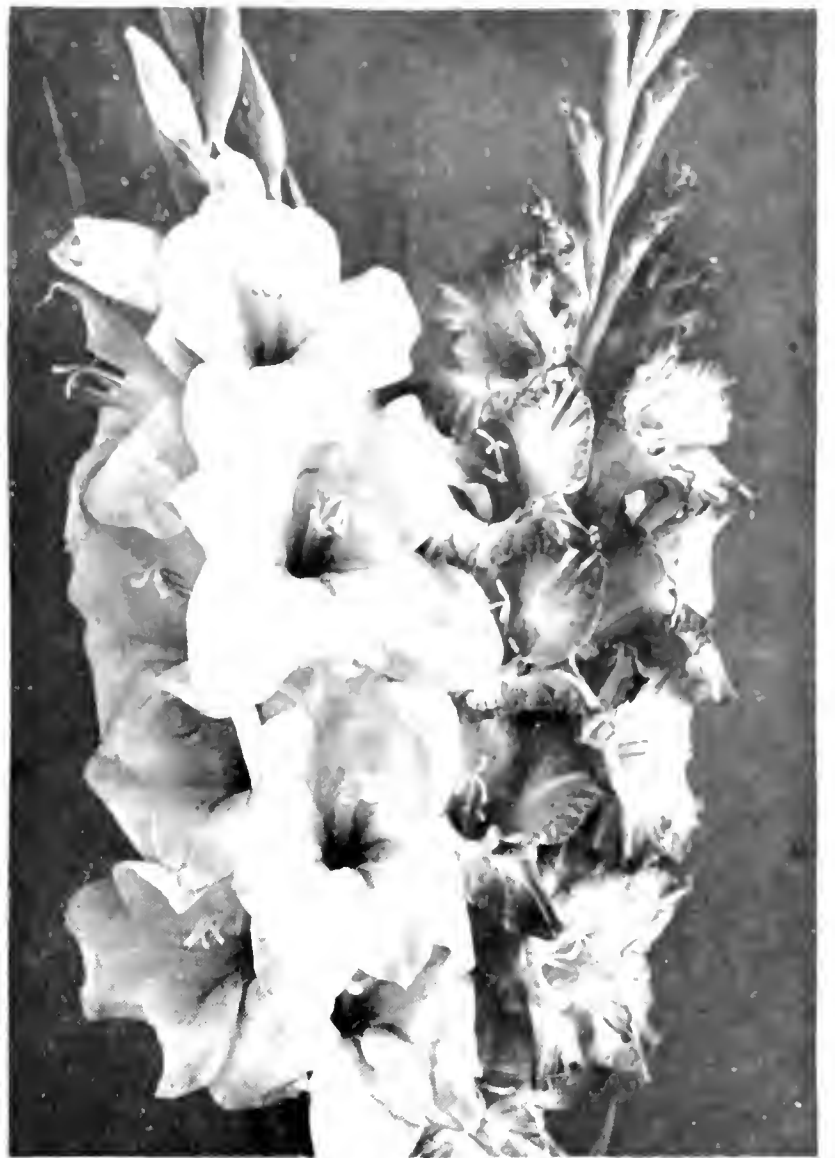
**MRS. LEON DOUGLASS**—Immense blooms of luminous coral-rose blotched with ruby-crimson, very striking.

**MINUET**—Flowers of clear light lavender.

**PFITZER'S TRIUMPH**—Brilliant scarlet, shaded with salmon and velvety tones.

**PICARDY**—Pink, tinged apricot. Rated the finest of all glads.

**W. H. PHIPPS**—Clear pink flowers, huge overlapping blooms.



Heller's Superb Gladioli

### PRICES—GLADIOLI

Any 2 for 20c, any 6 for 40c, 70c per dozen  
All postpaid by mail

### MIXED GLADIOLI

A rich mixture of all shades and colors  
All large bloom size bulbs  
50c per dozen  
FINE BULBS, ONLY

## New Castle CARNATIONS

Just think what pleasure you can get from ten fine plants of these lovely cut-flower Carnations. Blooms cost from two to three dollars a dozen in florist shops. Will bloom in abundance this year. You can have such flowers all summer long till frost but before frost bring the plants indoors, pot them in good garden soil and they will bloom

all winter long, producing lovely flowers in abundance, large in size, exquisite clove fragrance and in brilliant colors.

We grow thousands of them because of their wonderful bloom and ease of culture.

Prices—Carnations, strong pot plants, 15c each  
any 4 for 50c, postpaid.



Double Carnations

**PETER FISHER**—New rose pink. Fine grower.

**OCEAN SPRAY**—Free flowering, pure white.

**MARTHA ELLEN**—Variegated yellow and orange.

**SATELLITE**—Strong growing red.

**PINK ABUNDANCE**—Beautiful large pink flowers.

**PATRICIAN**—Vigorous growth. Shining white flowers.

**GOLDEN GLOW**—Bright yellow, always blooming.

**PINK MY LOVE**—Strong growing, of purest pink.

**WHITE MY LOVE**—Delightful white flowers on long stems.

**IVORY**—Beautiful ivory white. Free bloomer.

**KATHERYN**—Deep rich pink. New.

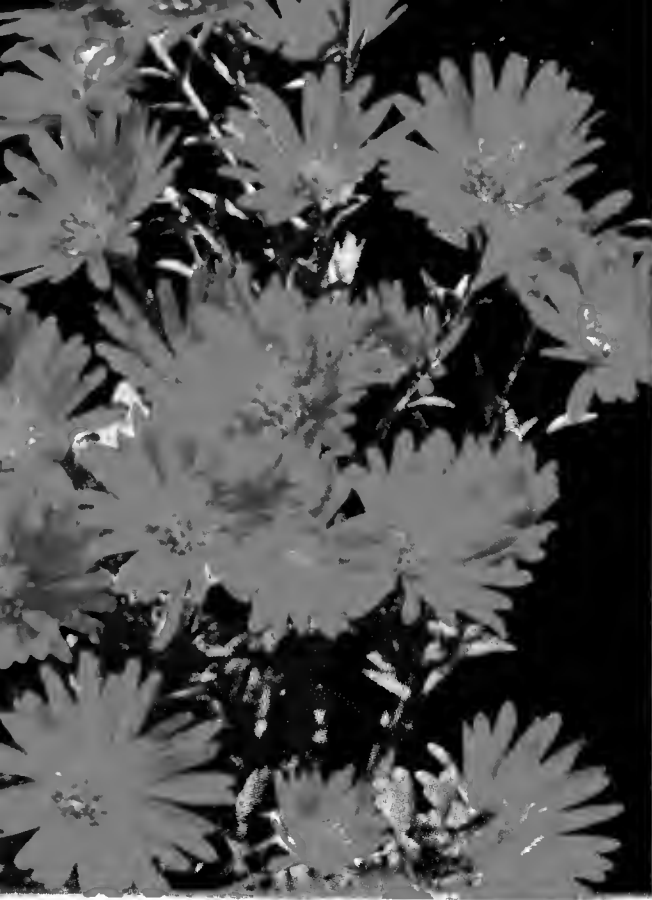
**10** SUPERB CARNATIONS **\$1.00** Postpaid

One Each of Any Ten Named Varieties

Think of it! One each of any 10 glorious Carnations, the cream of the world's best kinds described above, strong blooming plants, that will produce immense flowers in marvelous abundance this year, early and until frost—all for \$1.00 postpaid, your selection.

An Astounding Offer!—Don't miss it!

# HARDY PERENNIALS



ASTER, Beechwood Challenger  
(Above)

ASTER, Amethyst (Below)



## Hardy Aster COLLECTION

Into one collection are brought 4 of the finest Hardy Asters now known. Headed by that brilliant new Aster Harrington's Pink, and the new red variety, Beechwood Challenger, the remainder of this amazing offer is made up of the best of the whites, and lilac blues, Mt. Everest, and Amethyst.

**4** HARDY NAMED  
ASTERS, Only

**85c**  
Postpaid

## Beautiful HARDY ASTERS

**ASTER, Beechwood Challenger** (See Illustration)—Unsurpassed red hardy Aster. Flowers clear red with bright yellow centers. Vigorous 5 foot bush, covered with a mass of crimson bloom from early September until frost. Outstanding because of its ease of growth, and disease resistant foliage.

**ASTER, Mt. Everest** (See Illustration)—Finest of all white asters. An abundance of lateral growth make the plant a pyramid of beautiful yellow centered flowers.

**ASTER, Harrington's Pink**—Newest and greatest pink Aster. Has been accorded tremendous and immediate popularity because of its fine free blooming qualities, and glorious large pink flowers. The buds first break into color in August and do not fade until hard frost. The profusion of the blooms, the disease resistance of the foliage and richness of the silvery pink flowers with golden yellow centers, make this a treasure of the garden.

**ASTER, Amethyst** (See Illustration)—Without question, Amethyst is the finest purple-blue Aster in existence. The flowers are nearly double, and are produced by the hundred on sturdy, upright stems. This lovely Aster is not only outstanding because of its gorgeous color—but also for its hardiness. Grows about 3 feet tall.

### PRICES: HARDY ASTERS

All strong, heavy, sturdy plants

25c each; 3 for 65c

Any 12 for \$2.25

ALL POSTPAID



ASTER, MOUNT EVEREST

There is a constant increasing demand for brilliant flowering perennials. More and more the flower-lovers are filling their gardens with hardy perennials—the kind that live from year to year, increasing in size and beauty, until they fairly run riot with their wealth of bloom and glory of form and color. The plants listed here will all give splendid results this year because of their size and vitality.

**ACHILLEA (The Pearl)**—2 ft. double white flowers produced in large sprays all summer. Fine for cutting.

**HOLLYHOCKS**—5 ft. Double, mixed colors.

**DIANTHUS BARBATUS (Sweet William)**—Hilborn Glory—A deep crimson with strikingly contrasting edges. Free flowering. 24 inches. Deep rose.

**DIANTHUS PLUMARIUS (Clove Pink)**—Highland Rose Queen Hybrid—Clear pink shading to various degrees of red. Blooms the entire season. Extremely hardy and of vigorous growth. 12 inches.

**PHYSOSTEGIA (False Dragonhead)**—One of the most popular perennials. The dense bushes three to four feet high freely bear delicate pink tubular spikes during the summer months.

**COREOPSIS**—2 ft. A gem among hardy plants. It begins to flower in June and continues in bloom more or less throughout the season. Flowers are of a golden yellow. Graceful, invaluable for cutting, having long stems.

**GYPSOPHILA (Baby's Breath)**—Paniculata, Double Snow White—Tiny white flowers on slender stems giving a mist like effect. Blooms during July and August. 2-3 ft.

**HIBISCUS, (Marshmallow)**

**Pink**—6 ft. Enormous hardy flowers appearing from June to September.

**White**—6 ft. Large blooms produced throughout the summer.

**Red**—6 ft. Large flowers through June to September.

### Special Low Prices

Strong, heavy perennial plants,  
(except where noted)

22c each; 3 for 60c

Any 12 for \$2.00

ALL POSTPAID



Coreopsis

. . . for permanency . . . beauty . . . pleasure

**CAMPANULA (Canterbury Bell)** (See Illustration)—2-4 ft. Large cluster of bell-shaped flowers, mixed.

**SHASTA DAISIES** (See Illustration)—The flowers are of the purest, glistening white of enormous size and produced on long stiff wiry stems, which make them excellent for cutting purposes.

**GAILLARDIA (Blanket Flower)** (See Illustration)—2 ft. One mass of bloom from June till autumn. The gorgeous flowers, 2 or 3 inches in diameter, dark red, brown in center with bands of crimson-orange and vermilion, are borne on stems 18 to 24 inches long.

**DELPHINIUM (Hardy Larkspur)** (See Illustration)

**Belladonna Improved**—4 ft. flowers, exquisite turquoise blue, unexcelled in delicacy and beauty. Blooms more freely than any other variety, never being out of flower from June until frost.

**Bellamosum**—4 ft. An exact counterpart of Belladonna Improved except blooms rich deep blue.

**Blackmore and Langdon**—Plants tall and erect in growth sometime attaining height of 5 to 6 feet. These mixed hybrids display a dazzling array of colors ranging from light blue to delicate pink.

**GEUM—Avens**

**Lady Stratheden**—1½ ft. Rich golden yellow double flowers. Blooms from May to July.

**Mrs. Bradshaw**—1½ ft. Double brilliant scarlet blooms from May to July.

**ANCHUSA—Italica, Dropmore** 5-6 ft. Flowers rich blue during May and June.

**DIANTHUS, Loveliness**—A lovely new variety with mauve-pink deeply lacinated flowers. Exquisitely scented. Blooms freely and profusely. 12 inches.

**AQUILEGIA, (Columbine)** (See Illustration)—2 ft. Strain of mixed colors with large long-spurred flowers. Blooms during late spring and summer.

## SPECIAL LOW PRICES

Strong, heavy perennial plants  
(Except where noted)

22c each; 3 for 60c;

Any 12 for \$2.00

ALL POSTPAID

**BLEEDING HEART** (See Illustration)—Deep rose heart shaped flowers gracefully drooping from willowy stems. Blooms early.

**CHINESE LANTERN PLANT**—An ornamental plant forming dense bushes 2 feet high producing freely bright orange-scarlet lantern-like flowers which can be cut and dried for winter bouquets.

**ORIENTAL POPPY**—2½ ft. Glorious brilliant orange scarlet flowers appearing on graceful long stems during May and June. Unsurpassed in beauty. No garden is complete without the dazzling splendor of these gorgeous colors.

**PLATYCODON Grandiflorum**—2½ ft. Large blue cup-shaped flowers of great beauty, appearing from July to October.

**ALYSSUM**—Rock garden hybrids. Golden yellow flowers on slender stems in May and June. Ideal for rock gardens. Grows to 12 inches in height.

**HESPERIS MATRONALIS (Sweet Rocket)**—Purple flowers in showy spikes in June and July. Fragrant. 2 to 3 feet.

**PYRETHRUM ROSEUM (Painted Daisy)**—Rosy red blooms appearing on the plants two feet in height through May and June.

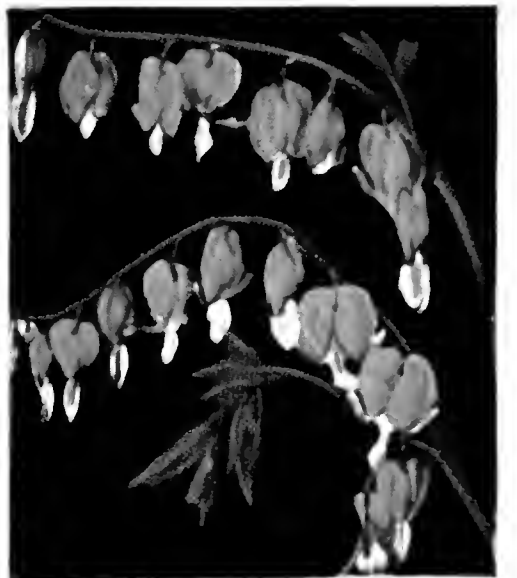
**ICELAND POPPY**—Graceful single blooms in brilliant colors borne on slender stems in mid-summer. Bright green fern-like foliage. Ideal for cutting. Mixed hybrids of bright red, yellow and orange.



Delphinium



Aquilegia



Bleeding Heart

## BARGAIN GARDEN COLLECTION!

In this collection of dazzling perennials . . . the kind that bloom from year to year . . . we include:

1 Delphinium; 1 Aquilegia (Columbine) Mixed Hybrids; 1 Canterbury Bell; 1 Clove Pink; and 6 other fine perennials—our choice—selected from these pages.

Only the Best Kinds Are Included in This Fine Garden Collection

**10**

BEAUTIFUL, HARDY PERENNIALS, ONLY

**\$1.50**

Postpaid



Canterbury Bells



Shasta Daisy



Gaillardia



German Iris

## CANNA LILIES

Good for single specimens, but for beds or borders there is nothing to compare with Cannas with their magnificent, tropical-like foliage, thriving under the hottest and driest conditions. Plant about 15 to 18 inches apart. Store away during winter in a fairly dry, moderately cool, frost-proof cellar.

**CITY OF PORTLAND**—Beautiful shade of deep pink. Medium height.

**KING HUMBERT**—4 feet. Immense dark bronze foliage with great orange-scarlet flowers, veined crimson.

**KING MIDAS**—5 feet. Large flowers of orange-yellow. An outstanding variety, new and beautiful.

**MRS. ALFRED CONARD**—4 feet. Color a beautiful shade of salmon-pink. Flowers of immense size.

**PRESIDENT**—4 feet. Considered the best red. Immense heads, glowing crimson flowers, 7 inches across.

**WINTZER'S COLOSSAL**—5 feet. Gorgeous vivid scarlet blooms, colossal heads. Produces blooms all summer. Blooms retain their color during hottest weather.

**YELLOW KING HUMBERT**—4 feet. A sport from the bronze foliage variety of the same name but with blooms of yellow dotted with red. Green foliage.

**APRICOT**—Large, bright apricot flowers with cream border. 3 feet.

**WYOMING**—Massive orange flowers. Rich orange foliage. Tall.

**ROSAMOND COLES**—New, bright red petals with edge bordered with blush white. 2½ to 3 feet. Very striking.

**PRICES CANNAS, Postpaid**—25c each, 3 for 60c, \$2.00 per dozen, postpaid.

## GERANIUMS

Scarcely a home anywhere is without Geraniums. Easy to grow, lasting indefinitely, always blooming, indoors and in open ground. Our list includes the finest varieties in well-developed, blooming plants.

**S. A. NUTT**—Double, dark red. Free bloomer. None better.

**SCARLET BEDDER**—Scarlet.

**IMPROVED POITEVINE**—Salmon pink.

**RED BARNEY**—Red; strong grower.

**AMERICAN BEAUTY**—Beautiful crimson.

**LA FAVORITE**—Double, pure white. The leader. Very attractive.

**ALPHONSE RICARD**—Double, bright vermilion.

**RADIO RED**—An enchanting bright scarlet.

**LADY WASHINGTON (Pelargoniums)**—These beautiful plants increase in vitality and size as years pass; fancy color—like orchids.

### PRICES GERANIUMS

Large, thrifty plants for immediate effect, 20c each  
3 for 50c; \$1.65 per dozen

In one or assorted varieties, Postpaid

## GERMAN IRIS

Iris or Fleur-de-lis, or better known as the old fashioned "Blue Flag" is one of the most beautiful hardy garden plants. These handsome beautifully colored and marked flowers rival in beauty the most showy Orchids. They require very little care, increasing yearly in size and beauty.

**ARCTURUS**—Lavender blend.

**CLUNY**—Delicate blue-lilac, the falls lightly striped with brown.

**ETOIL DU MATIN**—Gray blend.

**GEO. J. TRIBOLET**—Dark red purple.

**MILDRED PRESBY**—Standard white; falls violet.

**MYSTIC**—White with violet markings.

**OLYMPUS**—Standard rose; falls madder crimson.

**PALLIDA DALMATICA**—Lavender.

**PRIMROSE**—Deep clear yellow.

**QUEEN CATERINA**—A truly patrician flower of palest lavender, overlaid with a marked sheen.

**TROPIC SEAS**—Standards violet; falls blue purple.

**TROSTRINGER**—Rose Pink.

**VESPER GOLD**—Yellow tones; tall.

**WATTEAU**—Medium; blue purple.

### PRICE IRIS

Strong field grown roots, 15c each; 8 for \$1.00  
Postpaid

### SPECIAL IRIS OFFER

ANY **15** of these superior Iris—your choice ONLY **\$1.00**  
Postpaid

## TUBEROSES

**DWARF EXCELSIOR PEARL**—Flowers pure white, very double, of immense size and sweetly scented. 5c each, 50c per dozen, postpaid.

**ORANGE FLOWERED**—Bears snowy white flowers. 7c each, 75c per dozen, postpaid.

**NEW VARIEGATED LEAVED**—The leaves are bordered with white; large, white flowers. 7c each, 75c per dozen, postpaid.

### SPECIAL OFFER TUBEROSES

We send postpaid six Excelsior Pearl Tuberoses, three Orange flowered and 3 New Variegated leaved. 12 in all for 50c.



Geranium, Scarlet Bedder

# Hardy, early flowering GARDEN POMPONS

Headed by Pygmy Gold, the finest dwarf brilliant yellow pompon, a new list of large flowering pompon Chrysanthemums are listed here for the first time. Large, double blooms borne in sprays of brilliant color are produced by all. Hardy, sturdy growth, and early flowering habits insure real enjoyment.

## NEW! EARLY FLOWERING GARDEN POMPONS

Strong plants, 15c each, 4 for 50c

(except where noted), Postpaid

**PYGMY GOLD**—Distinctive dwarf, golden yellow. Miniature flowers 1 inch across. Remarkable bushy habit of growth and early free flowering habits. One of the most noteworthy of the new introductions. 25c each, 3 for 65c, postpaid.

**MANDARIN**—Coral shadings to bronzy-gold.

**THE MOOR**—Amaranth purple. Excellent.

**ALADDIN** (See Illustration)—Rich bronze.

**R. MARION HATTON**—Canary yellow.

**RUTH CUMMING**—Terra-cotta bronze.

**JEAN TREADWAY**—Shell pink shading to rose.

**VIVID**—Bright red.

**MITZI**—Large yellow.

**MARIE ANTOINETTE**—Deep pink.

**M. L. HALL**—Golden yellow. Early.

**PINK DOT**—Pink.

**UVALDA**—Early, pure white.

**LEGAL TENDER**—Large double. Bronze and gold.

**DOROTHY TURNER**—Bronze and old gold.

**RED BEAU**—Reddish brown.

**RED DOTY**—Bright red.

**EDITH NEWBERRY**—Aster type. Orange rust.

Nov. 7, 1939

"The roses and chrysanthemums purchased last spring arrived in excellent condition and have done well here in the 'Dust Bowl.' I shall want other varieties next spring."

Mrs. J. E. Flower, Hugoton, Kansas



Hardy Pompon 'Mum, Aladdin

## HARDY SINGLE TYPES

Strong Plants, 20c each, 4 for 60c, postpaid

**BRONZE BUCKINGHAM**—Single, daisy-like flowers of bronze with yellow centers.

**MRS. BUCKINGHAM**—Single rosy pink, yellow center.

**VALENCIA**—A gorgeous shade of valencia-pink. Produces lovely single flowers 4 inches across.

## HARDY BUTTON TYPES

Strong plants, 20c each, 4 for 60c, postpaid

**IRENE**—Early white, dwarf.

**NUGGETS**—Dwarf yellow.

**JEWELL**—Bright pink.

## POMPON COLLECTION

UVALDA—Early pure white; SUNSHINE—Yellow; NEW YORK—Bronze; RED DOTY—Red; RED BEAU—Reddish Brown; MRS. BUCKINGHAM—Pink. One each of these six superior pompoms for 60c. Postpaid.

**6 POMPONS 60c** Postpaid



The Sensational Pink Cushion 'Mum—1000 flowers on a single plant! See next page.

# GAY COLORED 'MUMS

## HARDY CUSHION 'MUMS

Strong plants 20c each, 3 for 50c, postpaid

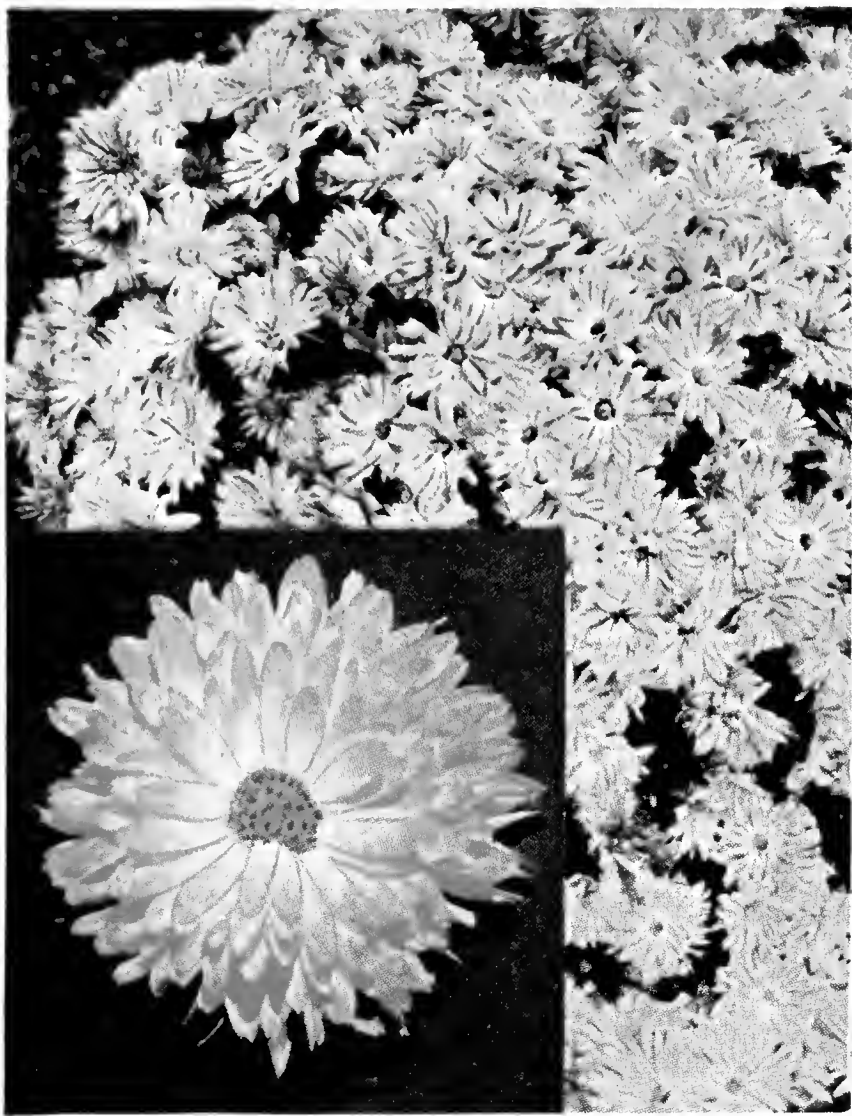
**YELLOW CUSHION**—New golden yellow cushion 'Mum, quickly develops into a compact mound shaped plant. Completely covered with clear golden yellow, double blooms. Striking novelty, offered for the first time at reasonable prices.

**PINK CUSHION** (See Illustration)—New early blooming light delicate pink. Low compact bushy growth. As many as 1000 blooms produced on one plant from August to late November. Its astonishing ability to produce enormous quantities of perfect flowers makes it indispensable in every garden.

**WHITE CUSHION**—This novelty possesses the same habit of growth as Pink Cushion and blooms with the same free habit but flowers snowy white with a yellow center.

**BRONZE CUSHION** (See Illustration)—Still another member of this unusual family is this variety which flowers a delightful bronze from early fall till frost.

**RED CUSHION**—Flowers rich red. Blooms smaller than Pink Cushion. Same compact growth.



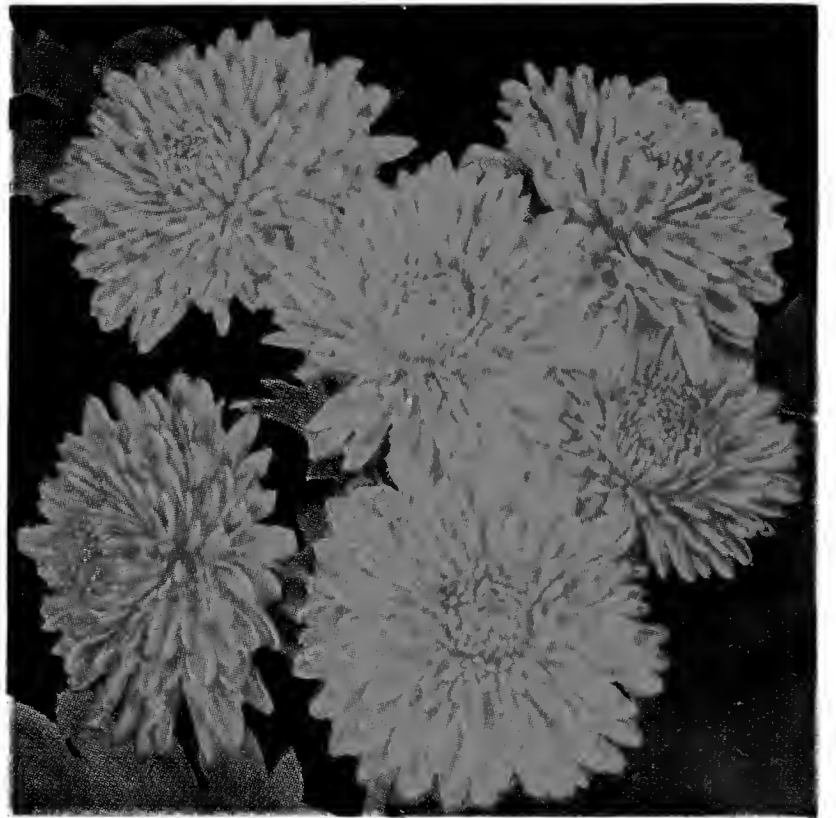
Pink Cushion

## Rainbow COLLECTION CUSHION 'MUMS

5 for 70c

Sensational new hardy Cushion 'Mums, 700 to 1000 perfect blooms on a single plant first year. We offer 1 each strong blooming plants, Pink, White, Bronze, Red, Yellow Cushion 'Mums.

**5** in all **70<sup>c</sup>** Post Paid



Bronze Cushion

## KOREAN 'MUMS

The gorgeous rainbow of colors from a planting of Korean 'Mums surpasses, we believe, even the first flowers of spring. That is why we say "Plant Korean Chrysanthemums for splendor in the autumn garden."

Strong plants 15c each, 4 for 50c postpaid

### SEPTEMBER FLOWERING

**ASTRID**—Shell pink; **CLIO**—Carmine rose; **HESTIA**—Rose pink; **JUNO**—Salmon copper; **NYSSA**—Rosy-lilac; **PSYCHE**—Shell pink; **SAPPO**—Pure yellow; **LOUISE SCHLING**—Salmon.

### OCTOBER FLOWERING

**APOLLO** (See Illustration)—Salmon bronze; **CERES**—Gold and copper; **COUNTRY GIRL**—Tall pink; **HEBE**—Lavender pink; **MARS**—Wine red; **PROFUSION**—Coppery gold; **VULCAN**—Carmine red; **THALIA**—Bright yellow.



Apollo

### SPECIAL OFFER—KOREAN 'MUMS 8 for 75c, postpaid

**PROFUSION**—Golden bronze; **LOUISE SCHLING**—Salmon red; **NYSSA**—Lilac rose; **THALIA**—Golden yellow; and 4 others, our selection, 8 in all.  
4 above named Korean 'Mums and 4 others, our selection, 8 in all, for only \$1.00 postpaid. Order as collection 36.

## . . . . Autumn's favorite flower

These famous New Castle Chrysanthemums are among the most beautiful of all outdoor flowers and our list includes every color and shade imaginable. The large flowering chrysanthemum may be termed semi-hardy, the Pompons are extremely hardy. Blooming in the late fall, they continue showing gorgeous flowers even after heavy snow. They are indeed the glory of the autumn days. They are practically insect proof. Bear hundreds of blooms.

### LARGE FLOWERING CHRYSANTHEMUMS

Strong Plants, 15c each  
4 for 50c  
Postpaid

**BRONZE PIERSON** (See Illustration)—Bronze.

**SILVER SHEEN** (See Illustration)—Large white.

**SNOW WHITE**—White.

**SUN GLOW**—Early yellow.

**MRS. H. C. KIDDER**—Fine yellow.

**QUAKER MAID**—White.

**ROSE PERFECTION** (See Illustration)—Large early pink.

**GOLD LODGE**—Fine yellow, early.

**CELESTRA**—Yellow.

**YELLOW AMBASSADOR**—Clear honey yellow.

**J. W. PRINCE**—Pink.

**BETSY ROSS**—White.

### HARDY POMPON 'MUMS

Strong Plants, 15c each  
4 for 50c, Postpaid

**DOROTHY TURNER**—Bronze and gold.

**RED BEAU**—Bright red.

**RED DOTY**—Bright red.

### SUPERB 'MUM SET 8 CHRYSANTHEMUMS

75c Postpaid

These are the varieties with immense flowers that sometimes measure six or seven inches across. Sure to grow and absolutely sure to bloom this year. 8 superb varieties carefully chosen, our selection, from the above list 75c. Postpaid.



Stoptlight



Silver Sheen



Golden Glory



Bronze Pierson

**EDITH NEWBERRY** (See Illustration)—Aster type. Orange rust.

**FRAU BEAU**—Yellow brown.

**UVALDA**—Early. Pure white.

**MARY L. HALL**—Golden yellow. Early.

**HILDA CANNING**—Brilliant bronze.

**KLONDIKE**—Brilliant yellow.

**LEGAL TENDER**—Large double. Bronze and gold.

**LILLIAN DOTY**—Soft pink.

**MIRAMAR**—A fine bronze in-curved petals.

### HARDY ANEMONE TYPES

Strong Plants, 15c each  
4 for 50c  
Postpaid

**NORMA**—Anemone type. White, pink, and yellow.

**STOPLIGHT**—Crimson petals with yellow center. (See Illustration).

**SUNSHINE**—Crowded sprays of intense yellow.

**GODFREY**—Late, light pink.



Edith Newberry



Rose Perfection

# BARGAINS . . . THAT SAVE YOU MONEY!

## Our GREAT TRIAL COLLECTION

Ours is the greatest collection of own-root, potted Roses in America. From this immense, regular stock will be sent 8 healthy, strong, sure-to-grow Roses—in all shades and colors imaginable.

Included in the GREAT TRIAL COLLECTION are—

GRUSS AN TEPLITZ—One of the world's 12 best Roses.

ALEXANDER HILL GRAY—Gorgeous yellow bush Rose.

BABY DOLL—Our own gold and crimson baby Rose.

5 OTHERS, our selection, bush and climbing kinds, each individually labeled for only \$1.00, postpaid.

**8 SUPERB POTTED ROSES—ONLY \$1<sup>00</sup> POST PAID**

Be sure to include the FAMOUS TRIAL COLLECTION in your order.

Real honest-to-goodness BARGAINS . . . taken from our standard stock of fine plants. Every offer on this page is worth far more than the price asked . . . so don't fail to take advantage of these wonderful money-saving BARGAINS!

## *E. G. Hill* ROSE COLLECTION

**5** Everblooming Bush Roses—Only **75c** Post Paid

E. G. HILL—Magnificent large, vigorous red.

LADY HILLINGDON—Immense apricot-orange.

KOOTENAY—The handsomest of all whites.

MRS. B. R. CANT—Beautiful double, deep pink.

ALEX. HILL GRAY—Fine large canary-yellow.

These 5 hardy, everblooming, bush Roses only 75c Postpaid

2 YEAR POTTED ROSES, same varieties, only \$2.75 Postpaid

Please Order as "E. G. Hill Collection"

## *Cochet* COLLECTION

**4** Magnificent Roses **60c** POST PAID

One each of the Famous Cochet Roses

1 Red      1 White      1 Pink  
1 Yellow

Each plant is individually labeled

**4** GLORIOUS ROSES, ONLY **60c** POST PAID

Extra Strong, 2-year old Roses—4 in all \$2<sup>25</sup> Postpaid

Still Large, Star Size—4 in all. . . . . \$3<sup>25</sup> Postpaid

Please order as "Cochet Collection"

## ColoRose COLLECTION

**5** Bush Roses—Each a Different Color! **65c** POSTPAID

From our enormous stock of fine Roses are sent 5 hardy, everblooming, bush Roses each of a different color. Just think, 5 different Roses—one RED, one YELLOW, one PINK, one WHITE, and one FANCY-COLORED, VARIEGATED kind—a real garden rainbow of hardy Roses, each plant individually labeled, of best varieties, for only 65c, postpaid.

Order as ColoRose Collection

June 3, 1939  
"I wish to show you my high appreciation of the Great Trial Collection of 8 Superb Potted Roses you sent me for the small price of \$1. They are surely a healthy lot and are growing like wild fire and I think they are all going to bloom this summer."

J. Frederic Vedder  
6834 Yale Ave.  
Chicago, Ill.

For successful gardening—plant the  
**GOOD ROSES OF NEW CASTLE**



ORDER SHEET — 1940

HELLER BROS. CO. P. J. Lynch & Sons New Castle, Ind. Owners
NEW CASTLE ROSE COMPANY "ROSES OF NEW CASTLE"

Please Read Remit by Check, P. O. or Express Money Order, or Bank Draft. Send currency by Registered Mail. Credit accounts opened or goods shipped C. O. D. if references are furnished. Make all remittances payable to HELLER BROTHERS COMPANY, New Castle, Indiana.

Use this sheet for order only. Enclose a stamped, self-addressed envelope if you are including a letter to be answered.

Amount Enclosed \$..... Date .....

Ship by ..... (State whether wanted by Mail or Express. See pages 2 and 3 in catalogue)

When to Ship ..... (Goods shipped immediately unless instructed otherwise.)

Name ..... Street, P. O. Box or Rural Delivery ..... Postoffice ..... County ..... State .....

DO NOT WRITE IN THIS SPACE

Packer .....

INSTRUCT US WHEN TO SHIP. If these instructions are not included, your order will be shipped immediately. ORDER EARLY.

Table with 5 columns: Quantity, Names of Roses, Plants or Bulbs Wanted, Size, Dollars, Cents. Includes a row for 'Continue order on other side. Amount carried over.'

HAVE YOU ORDERED DAVID O. DODD, and JEANNETTE HELLER!



PLACE  
THREE-CENT  
POSTAGE  
STAMP  
HERE

# HELLER BROTHERS COMPANY

NEW CASTLE

P. J. Lynch & Sons, Owners

INDIANA

Please write name and address plainly	
Name	
Street and No.	
Rural Route	Box No.
Post Office	
State	

*Have You Ordered.....*

**?**



**David O. Dodd**

**Baby Doll**

**Jeannette Heller**

**Briarcliff**

**Keystone**

*Don't Miss these Gorgeous Roses for sale by*

**HELLER BROTHERS COMPANY**

# Our Evidence of Universal Satisfaction . . .

Not what we say, but what others say, voluntarily. Thousands of our friends take the time and trouble to write us from all over the world. Here are a few of their letters. If you think that you can not have beautiful results—just read these letters from amateurs and beginners. They show the high quality of our plants—how easy it is to succeed with them and that they “go and grow” everywhere.

May 4, 1939

I bought a “BIRDIE BLYE ROSE” from you years ago. When I moved to the country, I took it along. It grew and bloomed beautifully. I moved back to the country and dug it up and brought it back. I have moved it four times in all and every time it kept right on growing and blooming. Now we have our own place and “BIRDIE” will remain where it is growing and covered every branch with buds. One year we let it grow and it made a beautiful climber as high as our garage and always full of flowers, most beautiful pink. Now we have it as a bush rose. It is the grandest rose I ever saw and everyone who sees it admires it. I always tell them where I bought it, the only place I know to get a true “BIRDIE BLYE.”

Mrs. Mary A. Leahy  
4871 Heidelberg Ave.  
St. Louis, Mo.

August 21, 1939

Our roses ordered from you this spring are marvelous. Wish our whole bed of 70 were all Roses of New Castle.

Mrs. W. E. Barclay  
119 W. Gordon, Topeka, Kans.

June 3, 1939

“Just a line or so to let you know I received my order all O. K. and I never did see such hardy and healthy plants and you should have seen my eyes pop when I saw some of them in bloom.”

Mrs. Wm. V. Ginder  
Columbus, Ohio

August 30, 1939

“I am delighted with all my roses. They are lovely. My Jeannette Heller is doing so nice, it had 13 blooms on it at one time, and my Briarcliff is the most gorgeous rose I have ever seen.”

Mrs. Ella Yowell  
Indianapolis, Ind.

May 27, 1939

“While only a beginner as a rose grower I am already greatly convinced that your type of roses is superior to the budded variety.”

Mrs. R. J. Saft  
Aurora, Colo.

July 4, 1939

“I ordered 21 bushes from you, everyone is living. The Jeannette Heller is out growing all others. Really, I think the ‘Roses of New Castle’ are all your catalogue states they are as mine are now blooming after two months.”

Mrs. Joe Barnes  
Adairville, Ky.

October 5, 1939

“The roses I ordered from you arrived in fine condition, not even wilted. I am very much pleased with them.”

Mrs. V. V. Rising  
Clayton, Michigan

## INDEX

On this page we give a complete alphabetical list of all the Roses offered in this book, showing the class to which they belong and the page on which they are described. Abbreviations used: Tea, Everblooming Teas; H.T., Hybrid Teas; H.P., Hybrid Perpetuals; C.T., Climbing Teas; H.C., Hardy Climbing; M., Moss; P., Polyantha; Rug., Rugosa; C.H.T., Climbing Hybrid Teas.

Varieties	Class	Page	Varieties	Class	Page	Varieties	Class	Page
Alberic Barbier	H.C.	19	Frau K. Druschki	H.P.	18	Orleans	P.	8
Alex. Hill Gray	Tea	16, 17	Freedom	C.H.T.	20	Padre	H.T.	14
Amelia Guide	H.T.	6	Freiherr Von Marschall	H.T.	12	Paul's Scarlet	H.C.	19
American Pillar	H.C.	19	Gaiety	H.T.	10	Pink Baby Rambler	P.	8
Angele	H.T.	14	Garden Gem	H.T.	12	Pink Cochet	Tea	11
Anny Muller	P.	8	Gen. MacArthur	H.T.	10	Pink Killarney	Tea	14
Aunt Harriet	H.C.	19	George Elger	P.	8	Pink Radiance	H.T.	12
Baby Doll	P.	5	Gloria Mundi	P.	8	President Hoover	H.T.	5
Baby Echo	P.	8	Golden Gate	H.T.	7	President Taft	H.T.	7
Baby Tausendschon	P.	8	Grace N. Crowell	H.T.	8	Queen Louise	H.T.	18
Belle of Portugal	H.C.	20	Green Rose		18	Red Baby Rambler	P.	8
Bess Lovett	H.C.	19	Gruss an Aachen	P.	8	Red Letter Day	H.T.	10
Betty Uprichard	H.T.	6	Gruss an Teplitz	H.T.	9	Red Radiance	H.T.	9
Birdie Blye	H.C.	20	Henri Martin	M.	18	Rev. F. Page Roberts	H.T.	15
Blumenschmidt	Tea	9	Hermosa		18	Rosa Rouletti		5
Briarcliff	H.T.	16	Hollywood	H.T.	11	Rose Hill	H.T.	15
Bridesmaid	Tea	12	Holt Hewett	H.T.	7	Royal Red	H.T.	15
Chaplin's Climber	H.C.	19	Hugonis		14	Sensation	H.T.	6
Christine Wright	H.C.	19	Ideal	P.	8	Silver Columbia	H.T.	15
City of Little Rock	H.T.	6	Isabella Sprunt	Tea	11	Silver Moon	H.C.	19
Cli. American Beauty	H.C.	20	Jacotte	H.C.	19	Sir Thomas Lipton	Rug.	18
Cli. C. Brunner	H.C.	20	Jeannette Heller	Tea	32	Souv. de P. Notting	H.T.	15
Cli. Clo. Soupert	C.T.	20	Joanna Hill	H.T.	11	Talisman	H.T.	17
Cli. Columbia	C.H.T.	20	Joanna Troutman	H.T.	7	Tausendschon	H.C.	19
Cli. Helen Gould	C.H.T.	20	John Cook	H.T.	6	Templar	H.T.	12
Cli. Gruss an Teplitz	C.H.T.	20	J. J. L. Mock	H.T.	10	The Bride	Tea	15
Cli. Pink Cochet	C.T.	20	Kais. A. Victoria	H.T.	12	Violette	H.C.	19
Cli. Marechal Niel	C.H.T.	20	Keystone	H.C.	20	Victor	H.T.	11
Cli. White Cochet	C.T.	20	Kootenay	H.T.	7	W. Freeland Kendrick	H.T.	6
Columbia	H.T.	10	La Champagne	H.T.	11	White Baby Rambler	P.	8
Crimson Beauty	H.T.	12	La Fayette	P.	8	White Dorothy Perkins	H.C.	19
Crimson Queen	H.T.	10	La Marne	P.	8	White Cochet	Tea	12
Crusader	H.T.	17	Lady Hillingdon	Tea	9	White Killarney	Tea	12
David O. Dodd	H.T.	4	Lady Plymouth	H.T.	14	White Radiance	H.T.	11
Dean Hole	H.T.	9	Marie Guillot	H.T.	6			
Dixie	H.T.	10	Marie Pavie	P.	8			
Dr. Van Fleet	H.C.	19	Mary Wallace	H.C.	19	Butterfly Bush		22
E. G. Hill	H.T.	16	Miss Edith Cavell	P.	8	Canna Lilies		26
Ellen Poulson	P.	8	Mlle. C. Brunner	P.	8	Carnations		23
Emily Gray	H.C.	19	Mme. Butterfly	H.T.	7	Chrysanthemums		27, 28, 29
Etoile de Hollande	H.T.	6	Mme. F. Kruger	Tea	10	Geraniums		26
Etoile de Lyon	Tea	12	Mme. Jenny Guillemot	H.T.	7	Gladiolus		23
Eugene Jacquet	H.C.	19	Mrs. Aaron Ward	H.T.	14	Iris		26
Excelsa	H.C.	19	Mrs. A. R. Waddell	H.T.	11	Lilies		22
Flesh Pink	H.T.	15	Mrs. B. R. Cant	Tea	18	Perennials		24, 25
F. I. Grootendorst	Rug.	18	Mrs. Robert Peary	C.H.T.	20	Phlox		21
F. R. Patzer	H.T.	7	Mrs. W. E. Lenon	H.T.	12	Tuberose		26
Francis Scott Key	H.T.	15	New Century	Rug.	18			

HELLER BROS. COMPANY, NEW CASTLE, INDIANA

# Our Lovely **JEANNETTE HELLER** Rose

## The Queen of American Roses

The prettiest, strongest, healthiest, hardiest, fancy-colored garden bush Rose in the world.

The proof of goodness in anything is the continued demand for it. We believe this great Rose of ours stands without a parallel in sales. Upwards of a million plants have been sold and planted the world over. Thousands of voluntary testimonials from every section of the country tell us **Jeannette Heller** is one of the most satisfactory and most beautiful of all Roses.

In health, hardiness, tremendous growth, and for continuous blooming, it stands alone—unsurpassed. Has the vigor of an oak, growing in ordinary soil and under poorest conditions to perfection everywhere. We have seen it here in the ice and sleet still blooming and in Jamaica, under the tropical sun, literally covered with gorgeous buds and flowers—indeed a convincing test.

The graceful buds, long and pointed, open into wonderful, deep, double, perfectly formed blooms.

The color is indescribable, a beautiful blending of shell pink in center, shading off to rosy blush and pale yellow, sometimes creamy yellow and pearl, then again almost pure pink. It is impossible to describe the different color effects which are duplicated in no other Rose.

Flowers immense, as big as an ordinary teacup; buds beautiful, pointed, enormous. Massive leathery-like foliage protects it from insect attacks. Plant it where you will—IT GROWS. IT BLOOMS CONSTANTLY. Its an American Rose! Buy American!

Our Lovely  
Jeannette Heller  
Bush Rose  
Grows  
3 to 4 feet high



### PRICES—Extra Strong Potted Plants

1st size, strong plants, 30c ea.; 4 for \$1.00

2 yr. (many 3 yr.) immense plants  
85c ea.; 2 for \$1.50

Still larger star size specimen plants, \$1.00 ea.

All Prices Postpaid—Beautiful Potted Plants

### *Not What We— But What Others Say*

Everyone of 19 Roses bought this spring are growing fine. Foliage of **Jeannette Heller** is most perfect of any rose I have. Mrs. Vern Sweet, Homer, Michigan.

Two plants shipped August 3 arrived in excellent condition. Have had as many as 12 blooms on them. Cut 3 buds from **Jeannette Heller** this morning. Mrs. E. D. Couden, Lebanon, Ohio.

Last spring I ordered six first size Roses. **Jeannette Heller** grew three times as large as the rest—yes, four times, and has 27 blooms three different times. Belle Bolley, Roann, Indiana.

These are but a few of the unsolicited, voluntary testimonials we receive each and every year about this great, superb Rose. Include at least one plant of **Jeannette Heller** in your order.

## **HELLER BROS. COMPANY**

P. J. Lynch and Sons, Owners

New Castle • Indiana

